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Washington Race Over Summer Night Reviews

By BEN ATLAS

WASHINGTON, June 28.—Wisdom from Capitol Hill, Sen. Pat McCarran (D., Nev.) admonished a writer to tell the truth during a hearing on State department's "Voice of America" program. "There is no use trying to fool the members of Congress at all. We have common sense just the same as anybody else. You might not think so, but we do. We have some experience in life just the same as some of the others have and we know how double talk when we hear it."

GOP CONVENTION TO TEACH DEMS TV . . .

Something new in big-time political strategy is the TV "Monitoring" job which Democratic brasses are actively planning to undertake at the Republican-convening Democratic bigwigs aren't crowing publicly but they're plenty grateful that the Republican convention will precede theirs. The will, however, will be more than watch every second of GOP televised programming. They expect to be on the scene on the lookout for "bugs" and other errors which may creep into the GOP telecasts. It's not that the Dems will be hoping for TV blunders during the Republican shindig; the Democrats simply want to make sure there'll be no blunders. "Blunders" when their show goes on. In Chicago during the Republican convention, the Dems will be watching the Republican broadcast. Leonard Reinsch, TV-radio consultant to the Democratic National Committee, and Kenneth F. Ryan, director of the committee. Observed that Democratic broadcast "Tele-visionism, the Republican convention will be a dry run for them. Any slip that they figure is one of the best breaks available in political year when TV will cast its first decisive vote on a coast-to-coast scale.

HOPE CROSBY KEEP INDONESIAN AWAKE . . .

Bing Crosby and Bob Hope are busy as bees. They're responsible for a night's loss of sleep for Indonesia's radio di-jockeys. It's their visit to the week. In the capital at the winding up of S. broadcast facilities, Maladi, director general of Radio Republic Indonesia turned on the Hope-Crosby television, and thereby lost his night's sleep. Maladi has become so addicted to U. S. television that he's hoping his country can launch a station of its own soon. The signal was received by many of the remote islands that comprise Indonesia. The figure of the show was plenty of avid viewers besides himself, especially if the station's owner here includes Hollywood films. Maladi, who speaks English fluently, said he had no schooling outside his homeland, said he learned the language

"from listening to British broadcasts and watching American-made movies."

HENNECK TRUMAN MEET ON TELE . . .

Commissioner Fred S. Henneck, of the Federal Communications Commission, was strategist behind an unprecedented White House telecast. This was done from President Truman and the FCC commissioners. The unusual contact left Truman's supporters conjecturing a wide variety of motives, but the meeting was the sole purpose of serving as a publicity springboard for educational TV. All of the commissioners except Miss Henneck were in the dark on the purpose up to the moment of the command visit which was climaxed by President Truman's congratulatory TV channels. . . . If there are any congressmen still complaining about the Mutual Security Agency's current European publicity farm, look no further than Mahoney, of Columbia Broadcasting System, would like to do. He's a new look at the CBS program director. Besides, he missed out on the use of an analog and barbers with their social better. Nor was the scene exactly out of an Oscar Hammerstein scribble. Be that as it may, Henneck is a vocal one—particularly served by loudspeaker across the lagoon, and the

OUTDOOR SPECTACLE

Mike Todd puts on the Doge His Venice of Lush & Tuneful Triumph

By BOB FRANCIS

Mike Todd's spectacle out at Jones Beach comes close to justifying the staggering advance package bestowed upon it by its official press agent. The new State Park Marine Stadium, a lush, seating over 8,000 and with a new lounge 105 feet wide. It is just the sort of setting required to backdrop the latest Todd musical extravaganza, "A Night in Venice," by Johann Strauss, which utilizes a cast of some 400 players and a 50-piece orchestra.

"Venice" has never been done before this side of the Atlantic. According to the program, Ruth and Thomas Martin, translators of the maestro's "Friedemann," tried to make a new look at the script for it. The book is operatically shiny, having somewhat to do with the efforts of an analog and barbers with their social better. Nor was the scene exactly out of an Oscar Hammerstein scribble. Be that as it may, Henneck is a vocal one—particularly served by loudspeaker across the lagoon, and the

eye-filling qualities of the production are something to marvel at.

Todd and his backers have spared nothing in an effort to make the spectacle a superlative of song-and-dance. A 75-foot turntable can transform a market square into a scene of a couple of hundred peasants into a dual ballroom, containing a similar number of waiting gentry, at the drop of a hat. Raoul Pene Duval, the character, can use it as a facility in designing magnificent settings and matched them with equal color costumes. Bows likewise go to Jack Donohue's fluid grouping of huge crowds, keeping the action paced to operetta dimensions. It is a tremendous chore accomplished with professional polish. The Nygren's dance patterns for a magnificent waltz scene, a festive tarantella and a beautiful white ballet also rate high praise. "Venice" is as pictorially rich and elegant as money and talent can make it.

Thomas Hayward is on hand to lead a splendid tenor to the proceedings. There

are other excellent vocal contributions from Nola Fairbanks as the first solo and Norwood Smith as her barber boyfriend. Hugh on the list also are performances by Jack Russell, Glenn Omoron and Laurel Hurley, and Claude Gilbert again leads a corps of 100 in the stunts across some 50 feet of water, there isn't any special opportunity in "Venice" for character shading or shy double-takes. The dialog is laid flat on the line at all times, and any comedy injections are performed by the bawled-from-the-belly, prattling variety. What little comicallity the authors have allowed to creep in are handled by Jimmy Casanova, who apparently winds up for some obscure reason as the duke's official spaghetti entrepreneur. He does all right with his skimp material.

However, any one who goes expects to see a show of musical and an eyelid. With "Venice" a new-buyer gets a top buy with the show. The show costs 60 cents to \$4.80. He even gets (Continued on page 16)

THEATER CRITIC-TV

Ediphor Big-Screen Color System Impressive in Full-Scale Preview

By JUNE BUNDY

Ediphor, 20th Century-Fox's new large-screen, live-color television system, was officially unveiled last night for the first of a week-long series of special showings for press, theater and radio agencies. The Federal Communications Commission, however, urged that the 30-minute variety program be regarded as strictly a "live" color television transmission capabilities, previews were also treated to a fast-paced variety of the same sort. All of which would seem to indicate that 20th Century-Fox press, Syron P. Skouras, intends to show his new "baby" the red carpet treatment all the way.

On the basis of Wednesday's demonstration, there is little doubt that this carbon is Swiss system (converted to color, via the Columbia Broadcasting System's) is the same sort of thing to its build-up. In many respects Ediphor was more impressive than Technicolor, particularly in closeups, which revealed remarkably true skin tones, including a few freckles belonging to emcee Kyle McDonnell.

Settings and costumes were equally impressive, showing the wide range of shadings in each

color and equally sharp definition of bold tones and pastels. The reds and greens were particularly striking for perspective. It is a fact that only a heavy street market can require for this live-like color reproduction. Flesh tones weren't as convincing in the Ediphor as in the Technicolor. It is out that the system is still being developed and that this will be corrected before Ediphor's transmission is installed in theaters, reportedly at a price of less than \$25,000. Clarity of the sound system at times was almost third-dimensional in quality.

The test show originated from the sound stages of Movietone News Studios in New York, and was transmitted to 20th's home offices two blocks away. Skouras over-reached himself a bit on the demonstration itself, in that the 30-minute show included everything from musical comedy, drama and vaude, to opera and prize fights. Miss McDonnell, a pioneer in black-and-white TV, may be discovered all over again once color TV hits the theaters. The beautiful in the closeups and handled her emcee chores with genuine warmth and poise, and she showed she has the medley of "Pal Joey" tunes.

backed by a chorus of 20, a vocal group of 12.

Runner-up in the close-up department was dancer Beatrice Kraft, whose exotic makeup came from the same source as the richness in a full-screen face shot. Anthony Ross' capsule dramatic performance was a masterpiece, well-executed, but would have carried more impact in an earlier spot. The comedian, Jackie Marshall was on for a telling bit of satire on a fumbling British music hall performer, and he should have had more to do.

Overall, the revue stacked up with anything on TV today, and was considerably superior to many top-notch shows.

Ediphor TV Test Show

TELEVISION—Reviewed Wednesday (2:30-3:30 p.m.) EDT, at special press screening held at 20th Century-Fox New York offices. Producers-directors: Sam Rauch, Gene Foster, Costumes: Fred Peres, Hair: John Knorr, Cast: Kyle McDonnell, Georgia Tapp, Jay Marshall, Bill Hays, Fred Brown, Kraft Dancers, Anthony Ross, Jack Chandler and others.

The Billboard

The Unusually Early Leading Heavenly Founded 1894 by W. H. Donaldson

1894 by W. H. Donaldson
Founders: W. H. Donaldson
Publishers: W. H. Donaldson
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KAY TOURS ITALY: OTHERS IN NEWS . . .

Among recent visitors was Danny Kaye, who spent a night in Rome showing off his dancing skills. Kaye, who is now going on to Leghorn and Naples to appear in a USO show. At Naples, Kaye played to audiences of 2,000, including two baseball teams who canceled a game to attend the show. Kaye's next stop is Rome, where he will appear in a show with his wife, Dolores Gray, set for the plane. Kaye's next stop is Rome, where he will appear in a show with his wife, Dolores Gray, set for the plane. Kaye's next stop is Rome, where he will appear in a show with his wife, Dolores Gray, set for the plane.

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RADIO

Hope Ends Season on a Live Hope As Petrillo Fronts AFM Tribute

By NEV GILMAN

Hope closed out his second year with, Chesterfields with a tribute to the American Federation of Musicians. Taped at Santa Barbara during the AFM's annual convention, the show was a corker for the delegates but a little too tradey for the average listener.

Guests for the show were Peggy Lee, now recording for Capitol, and Jack Benny. The perennial prexy of the musicians' union. Both played a major part in the show. Benny, who is interested in glowing fashion with a warm and lorchy rendition of the current clip, "Be Anything," joined with Hope in a light-hearted duet of "Wing Ding Wo."

The backing by the Les Brown or on the latter tune was great. In addition, the thrush played opposite the comic in a skit and clipped in with a commercial for the sponsor.

Jovial Radio

Petrillo, in a rare radio appearance, was cast in a jovial role of the antagonist to Hope. Most of the banter revolved around the fact that Petrillo was declining Hope's request to play a trumpet solo because he (Petrillo) was behind in his dues. Les Brown also came into the act, with Hope, borrowing from the Jack Benny-Pat Harris routine, playing the parsimonious employer. The Petrillo showed

down the rapid-fire repartee of Hope, the union prexy appeared to enjoy leading his hair down in front of his balding head.

From the czar-like manner which the public conception of him has been.

Bob Hope Show

RADIO—Reviewed Tuesday (8:30-9:30 p.m.) EDT. Sponsored by Liggett & Myers Tobacco Company thru Cunningham & White, Inc. Hosted by Bob Hope, casting Company, Producer-director, Al Capstaff, Announcer, Ray Averback. Guests, Peggy Lee, James C. Petrillo.

ELECTIONS ON RADIO

Radio Actors On a Ripe TV Pay on Ratio of Time Spent

Tele's Longer Hours Spread Big Salaries Out, Says Gottlieb Survey

• Continued from page 1

are fair when measured with a "three-foot yardstick." Some advertisers are seeking to cut the yardstick down to two feet, using as a weapon rating services which do not take into account multiple sets and out of the home listening these affiliates claim.

Conclusions of CBS latest income survey are borne out by a study of salaries and rehearsal schedules on typical radio and TV shows, "Lux Radio Theater" and "Studio One," both of which are on the Columbia Broadcasting System. On "Studio One," a top TV dramatic actor can earn \$2,500 for a stint which includes 35 hours of rehearsal. A radio actor can get \$2,500 for working "Lux Radio Theater," which includes but eight and a half hours of rehearsal. On this basis, the hourly rate for a name show on TV is \$100, while on radio it is \$294.

Run of the mill shows receive \$170 video base pay. The date includes 22 regular hours of rehearsal for working "Studio One." For the 13 hours of overtime re-

hearsal, they get another \$65, bringing their total salary to \$235. The radio dramatic series, on the other hand, pays them \$155, which includes the eight and a half hours of rehearsal. The radio actor, therefore, gets paid \$18.22 per hour as compared to the TV actor's \$6.70 per hour.

Variety Shows
A comparison of radio and TV variety shows is also instructive. A top guest can get \$1,500 for working the Bing Crosby radio show. This of course includes four hours of rehearsal. Should he work the "Texaco Star Theater," he can make \$5,000, but this includes 40 hours of rehearsal. On radio, the same performer thus would make \$375 per hour as com-

pared to the \$125 hourly rate on TV.

Inducements

There have been other potent arguments marshaled to induce talent to continue or return to radio. Typing is now a common practice on A.M. which makes it a cinch for entertainers to do a program in leisure hours without any conflicts. Besides, they remain virtually unknown in non-TV areas should they by-pass radio entirely.

The facts are that most talent still is overly impressed with the glamour of TV, but this season, even more than last, they are at last beginning to place radio in its proper perspective.

Big Video Station Rushes Under New Way

Over 200 Applications Pour Into FCC Headquarters Under Allocations Plan

WASHINGTON, June 28.—The rush is finally under way for new TV stations. More than 200 applications have poured into the Federal Communications Commission since issuance of the new TV Allocations Plan, with most of the bids piling up in the last fortnight, and a heavy batch of additional ones are expected next week. Expectations are that the total figure will soar to over 600 next week.

Contests are in store for scores of licensees. There is no apparent bid for UHF channels will be tied up in hearings, while several of the UHF applications are headed for hearings too as the result of a show of competition for them in some of the medium-sized communities where the allocations are scarce. Among the results of the rush for TV stations are from applicants who had not filed prior to the TV Allocations Plan announcement. The balance are amended bids from previous applicants. At the time of the FCC's allocations announcement, there were 300 applications, and it is anticipated that most of these will be back in the race with amended forms before long. The rush that became apparent this week was apparently based on the July 1 deadline for amending old bids. The new deadline, however, does not represent a cut-off date, since previous applicants can amend their bids at any time. Nevertheless, a lot of late-comer applicants apparently have been waiting for their hand to potential rivals.

A logjam is obviously in store, and also that doesn't surprise the FCC or observers here, it complicates matters, for the FCC is inundated at the same time with more than 30 petitions for change in its allocation plan (see separate story for details), and a large number of the petitioners are threatening to sue the FCC into court unless relief is granted.

Experimentation with compatible color TV systems during regular broadcast hours ought to be maintained. At the same time, the FCC requires that "deviations from this policy will be necessary on occasion in order to permit full scale experimentation and field testing." Applications for experimental authorization for carrying regular broadcast hours will be considered on a "case-to-case" basis, the Commission said. Bill Cullen and Robert Coote, the program will have panelists identify well-known personalities by sight if they are carrying them other than regular broadcast hours.

(The Billboard, June 7, 14 and 21). Five court actions against the plan already are on file, threatening a new TV freeze. The Bill board, April 26, June 14, 21 and 28).

The long-term basis of the plan, he said, was defamation and breach of contract.

Color TV Ban Lift Means Little to Biz

WASHINGTON, June 28.—National Production Authority's long expected "revision" this week of its ban on the manufacture of color TV equipment is expected that "few producers of household radio and TV equipment will be able to make under the revised order to make color TV sets."

Fowler stressed that the revised order is not meant to permit unlimited production of household radio sets, but to allow them to give manufacturers who have no defense contracts at present the right to make color TV sets. Whether their production of color TV equipment would affect the defense share goes into the hands of the military. He said industry representatives told mobilization officials at the last color TV conference that they were threatening to sue the FCC.

Panel Show to Spell 'Claudia'
NEW YORK, June 28.—General Foods this week bought "Who's There" to replace "Claudia" this Monday 9:30-10 p.m. slot on the Columbia Broadcasting System's schedule for nine weeks beginning July 14.

Arlene Francis will be fenned and the panel will probably use Bill Cullen and Robert Coote. The program will have panelists identify well-known personalities by sight if they are carrying them other than regular broadcast hours.

JO STAFFORD AWAITS STORK

HOLLYWOOD, June 28.—Jo (Mrs. Paul Weston) Stafford, awaiting motherhood in December, will delay her TV debut until the first of the year. She planned to make the tele plunge this fall.

Performer's Suit Charges NBC Ruined Draw

CHICAGO, June 28.—National Broadcasting Company has been sued in Federal court here for \$50,000 by Osborne F. Stearns, billed as "The Food Magician" on a TV food show, because of WMMA between 1946 and 1951. Stearns charges that the station ruined his drawing capacity by constant juggling of his time slot, causing him to lose his audience.

Stearns said that his cooking show was drawing up to 2,000 letters a week. He talked about work and that they felt Broadway sent copies of the recipes to those who wrote in.

In 1948, Stearns charges, the station changed its policy and refused to send out the recipes against his will. Stearns continued on the air with a different type of food show, but his audience was dwindling steadily, he maintains, because of the stations' refusal to follow his old format and because his time slot was changed five times in 13 months.

The long-term basis of the plan, he said, was defamation and breach of contract.

POLITICAL POINTS

NARTB Brews Batch in Its New Booklet

WASHINGTON, June 28.—Latest in a growing batch of TV political points for political candidates came this week from National Association of Radio and Television Broadcasters in a booklet titled, "Campaigning on TV." The booklet, which will be widely distributed, advises political candidates and parties that TV, "newest of broadcast media, offers an unusual service to the candidate and to the voter," stressing that "voters listening to the candidate has an opportunity to become known to the voter in a 'personal' manner, rather than as a distant, impersonal figure."

An election folder on the same subject and urging wide use of TV in electioneering already has been distributed by the Republican national committee (The Billboard, June 14) and Columbia Broadcasting System's "School for Political Candidates" is undertaking an educational campaign along the same lines (The Billboard, May 24).

Resolving the TV's potency in swaying the electorate, now that television is on a coast-to-coast basis, the NARTB encourages political candidates to make intelligent use of it. Get "action" into TV speeches, advises the NARTB. "Don't read your television talk," says the booklet. "Fifty per cent of the effectiveness and sincerity of your message will be lost if you are not continually glued to a script. Remember, you are a guest in the homes of your voters. They expect you to be informal, to look at them when you speak."

Relaxed—be friendly—be sincere," says NARTB. "Nothing is more important than to be sincere at its best." The booklet is a TV edition of NARTB's "Is Your Voice in the Ring?" which deals similarly with radio.

FCC Allocation Plan In for More Criticism

WASHINGTON, June 28.—More charges that the Federal Communications Commission allocation plan was "arbitrary and capricious" piled up this week as petitions seeking changes soared to over 50. The 75-mile separation requirement came in for special criticism, with WLBZ of Lebanon, Pa., calling it "arbitrary, capricious and therefore illegal," in a petition to have the requirement removed. The station said it was just four blocks too close to qualify for TV. A change of the rule would add "great additional expense," WLBZ said, but claimed it had been told officially that an application for Channel 5 would be dismissed if not completely met. The station WLBZ asked either a change in the allocation plan or a change in the hearing process.

The Telegraph Herald of Dubuque, Ia., also objected to what it labeled "arbitrary action" in "adopting an inflexible separation rule" and asked for changes of Channels 5 and 11 to Dubuque with power limitations and a change in the hearing process from showing that "the public interest would be served" by assigning one of the two channels to Dubuque.

The dispute over Pittsburgh also continued. WCAE, Inc., of that city, asking the FCC to supplement Channels 2 and 11, now assigned to Pittsburgh, with another VHF channel, such as 9 or 4. The bills of Pittsburgh, which it claimed were the UHF channels assigned to the city, WCAE declared, adding that

it was "only a blind adherence to technicalities" which prevented the FCC from granting its request.

WHYU at Newport News, Va., objected to the assignment of Channel 2 to the Norfolk-Cornamouth-Newport News area, claiming that the station was originally planned to assign the channel to Newport News alone. The station said it was a radio station to serve primarily the interests of Newport News and would like to program the station the same way. Any plan to serve the larger area, outlined by the commission, WHYU said, "would require the installation of equipment which would be economically unsound for a station designed primarily to serve a community of 41,351 people."

The commission also continued to act as possible on requests for clarification of minor changes in its allocation plan. It said the National Broadcasting Company that, when it said the main studio of a TV station should be located in the principal community to be served, it meant within a 10-mile radius of the city, town or village which the station would serve, unless the case based. It turned down an appeal from Westinghouse Radio Stations, Inc., Pittsburgh, for a different way of determining which requests for UHF stations should be considered first.

State Dept. Faced With Senate Probe

WASHINGTON, June 28.—State Department's foreign program, let-up, which includes the "Voice of America," under bitter criticism from Congress last week, faces a Senatorial study. The Senate Foreign Relations Committee late Friday (27) approved a \$500,000 inquiry study of the information program by a select Senate committee. Approval of the inquiry appears certain.

The study was called for in a resolution sponsored by Senators William D. Benton (D., Conn.) and Alexander Wiley (R., Wis.). Congress last year deeply slashed information budget after sharply rebuking the program's administration for wastefulness, padding of payrolls, too many brass hats and "global junketing."

This year, the House voted a slash in the budget with another rebuke, and the Senate this week voted to restore part of the cut. In doing so, the Senate voted to include television among facilities covered in funds for the international information and educational activities. Appropriations bill now goes to a joint conference committee.

FCC Okays RCA TV Color Tests

WASHINGTON, June 28.—Experimentation with compatible color TV during regular broadcast hours will be permitted on occasion if necessary for "full scale experimentation and field testing," the Federal Communications told RCA Corporation of America this week. RCA made known its position in answer to a letter from C. B. Jolliffe, vice-president and technical director of RCA. Jolliffe had asked for permission to carry test broadcasts of the RCA color system during regular broadcast hours.

The commission said that "in general" its policy against per-

Skouras Predicts 50 Eidophors In Theaters Within 18 Months

NEW YORK, June 28.—Editor, 20th Century-Fox's new wide-screen color television, previewed for members of the Federal Communications Commission here Friday night, is part of a special series of demonstration screenings offered by agencies, press technicians, exhibitors and rival movie outfits.

With favorable reaction to early showings, 20th Century-Fox's proxy Spyros P. Skouras told one preview group that he expects to have 500 Eidophor projectors set up in theaters by the next year and a half, and will produce from 40 to 50 a week thereafter. In line with this, he is hopeful that the FCC will give him the go-ahead signal on closed-circuit channel allocations sometime between fall and the first of the year.

Since Eidophor can duplicate (and exceed, if necessary) any screen-size and wide-area now used in theaters, Skouras said he plans to make it available to drive-in theaters as well. Skouras declared he now plans to test off on his own programming for theater TV in about a year, via a revue-type show, that will be telecast to theaters three or four times a day (in accordance with house policy) and paired in each week with a feature picture.

Exhibitors will pay a regular rental fee for shows, which will be telecast to the line of their own origin. There will be one new show every week, and eventually there will be four or perhaps more telecasting every week to cover all theaters and enable small town exhibitors to have two or more changes each week.

Skouras also foresees regional-type programming in some cases, with daily local news coverage and talent "drawn to these zone centers and decentralized to some extent." Skouras estimates that a regional web could deliver 70,000 to 6,250,000 admissions per night in 80 to 200 theaters.

20th Century's ambitious programming plans encompass tele-

casts of Broadway shows, concerts and (eventually) events abroad. However, Skouras told a preview group this week that he thinks sports events should be telecast over home TV sets, rather than via large-screen systems. This may have been inspired by some of the home TV sets, rather than by home-set blackouts on big sports events, when they were carried over the air.

Possibility of foreign coverage, of course, brings up the subject of home TV sets, set up now. Eidophor can't handle film, but 20th Century is working on equipment which will use it, and film

coverage will eventually be part of the over-all programming plan. The Eidophory system doesn't evince itself in the stock market yet, but tests here have been extended their next week at the request of Wall Street, which may be indicative of some action there shortly. The system was developed by a group of Swiss scientists at the Federal Institute of Technology in Zurich, Switzerland. It then has been perfected and converted to color, but joint efforts of the Eidophory system and 20th Century-Fox's technical staff, under the direction of Earl J. Spaulding.

Delegates to RTMA Meet Get Optimistic Picture

CHICAGO, June 28.—A record registration was chalked up this week at the Palmer House Hotel for the Radio-Television Manufacturers' Association convention. Delegates, who represented all phases of the manufacturing of radio and TV receivers, were given an optimistic picture of the future by RTMA execs and guest speakers who delivered more than 25 radio and television from Monday (23) thru the closing banquet on Friday (26).

One of the highlights of the convention was the award to Gen. David Sarnoff of the first annual RTMA Medal of Honor for his "outstanding contributions to the advancement of the radio-television industry." Award was made at the banquet by Robert C. Lofgren, board chairman of the association.

Spearinghead the outlook for bright future was Clegg McDaniel, RTMA president, who delivered his annual report to the convention on the closing day. McDaniel, in revealing that the over-all production of military communication equipment, combined with output of radio and TV receivers and replacement parts now exceeded peak production during World War II, said that the combined production rate was \$4,000,000,000.

Craig Report
Further stressing the optimistic future which the industry sees was John W. Craig, vice-president and general manager, Crosley Division, Avco Manufacturing, who

said sales of television receivers should rise in 1953 and remain at a high level for several years to come. Craig, chairman of the RTMA set division, said sales of such specialty products as car receivers, have continued "surprisingly active" and there is no reason to believe that the industry will continue to do so in the future.

Production of radio sets is now more than 250,000 a year, and at no time this year have inventories of radio sets, dealer or distributor levels reached the dangerous point they did in early 1951.

Material Shortages
R. G. Zender, vice-president, General Electric, and L. J. Murphy, chairman of the RTMA parts division, reported that production of radio and TV and component parts had been held at a high level during the last year despite material shortages and a lower output of receivers. New conservation techniques, developed since the outbreak of the Korean conflict, have enabled manufacturers to meet both their military and civilian requirements.

Other Important Sessions
At the convention included the election late Thursday of 17 directors, chairman of the five RTMA divisions and the appointment of executive committees. The board of directors also named new officers, with the exception of McDaniel, who is serving a three-year term as president.

NEWS CAPSULES—COAST-TO-COAST

Jesse Vetoe CBS Post for Indie Film Production and Guest Shots

HOLLYWOOD, June 28.—George Jesse has turned down a top executive post at Columbia Broadcasting System, because it does not want to be tied to a desk job. He leaves 20th Century-Fox at the end of this year to go into indie film production. Jesse has a lot of guest shots on top video shows. The "Indie Information Piece" and the Milton Berle and Ed Sullivan shows. Jesse is considering a booking at the Palace sometime next fall.

BUTTONS TO TEST
NEW YORK—Red Buttons will try out his new video package before several live studio audi-

ences prior to its being kind on CBS-TV. Buttons' program will have a revue format in which he'll discuss the system and try to pick. Should this program fail to click, the web will fashion a situation-comedy for him which will also be kind. His CBS-TV pact, however, is a definite one. Buttons, 30, is a former radio personality and Rosenthal, provides for five guest shots.

PROTEST REMOVAL
OF RADIO EQUIP.
NEW YORK—In a letter to Mayor Impellitteri, Thomas Velotta (D-28) protested the removal of radio equipment from the hearing room of the New York Board of Estimate. A discussion on taxi fares was slated to take place there. Velotta claimed that a skeddaddled local show was forced to be cancelled because of the action. He also said he is determined to present on the freedom of communication.

CAMELS RENEWS MONROE; P & G RE-SIGNS "REALITY"
NEW YORK—There were several important radio and TV news stories this week. Camel's new Vaughn Monroe on National Broadcasting Company-AM for the fall. On TV "Beauty" was renewed by Procter & Gamble. American Broadcasting Company-TV and Gene Autry was renewed for a year by Wrigley's CBS-TV.

MILWAUKEE STATION CHANGES NAME
MILWAUKEE—WMAH, here, was re-named WCAN, by Alex

SKUNK OR LO SHOW GOES ON

MILWAUKEE, June 28.—Gordon Thomas, who conducts the "Time Out With Thomas" show each morning on WTMJ-TV, Milwaukee, was almost obliged to call a time out period for his own benefit on a recent stanza. Once a week, Thomas spotlights some confab with George Speidel, director of the Washington Zoo, and features some of the smaller inhabitants of the zoo. This time Speidel brought along a litter of seven newly born baby skunks as the topic of discussion. He handed Thomas one of the little striped pussies to hold, but evidently the skunk did not approve of the idea—and he let the unsuspecting emcee have it with both barrels. Like a true trouper, Thomas finished his TV stint before retreating to the showers to wash himself with tomato juice and assorted deodorants. Unfortunately for the rest of the station staff and visitors, the skunk was picked up by the air conditioning system which wafted it all over Milwaukee's Radio City.

Pabst Formula Is Split Shows For Summer

NEW YORK, June 28.—Pabst this week came up with a summer radio formula designed to give its listeners the best of both worlds in 15 minutes of time. The beer firm bought the first 15 minutes of two radio programs, "The Thursday Night" and "The Thursday Night National Broadcasting Company, on an eight-week basis. Starting June 27, Pabst will bankroll the first half of the Bob and Ray show, which airs 8:30 to 9 p.m. Fridays. Starting July 3, it will pick up the initial 15 minutes of the "Nightbeat" stanza, in which Andy Hardy and the Agency is Warwick & Legler.

FCC Ponders TV-Theater Hearing Date

WASHINGTON, June 28.—Federal Communications Commission is seeing whether it is possible to advance its later scheduled date for theater-TV hearings, currently slated for January 13 (The Billboard). The FCC's decision was prodded into its latest study by the Motion Picture Association of America, Inc., and the National Theater Television and Motion Picture Committee, reminding the FCC that the hearing already has been postponed three times in the last month and that the delay has placed "a heavy burden" on participants.

The two organizations asked the commission to assign eight hearing days on the issue this autumn, starting either October 13 or October 20. At this time, they said participants would plan to present engineering and accounting phases of the theater-TV vision case, such as video, audio signals, sample theater TV microfilm distribution, and theater TV projection equipment and costs of theater TV television transmission.

Whether the commission can move up the date is uncertain, because of the press of other business, especially TV allocations, according to FCCers. The latest petition, signed by Vincent B. Welch, of Welch, Mott & Lorenson, New York City; J. P. Shuebruk & Blume, and Marcus Cohn, of Cohn & Marks.

...this year, compared to 1 per cent four years ago when there were only 420,000 TV homes.

PAF TO STRESS LIVE PROGRAMING

NEW YORK—Free & Peters this week started showing what is said to be the first home sound-on-film sales presentation using live studio programming and talent. The film was turned out by KRON-TV, San Francisco, by Don Jager Productions at a cost of about \$3,000. Station personalities taking part in the film include program director Al Constant, La Furler, Barbara Angell, Bonnie Kever, Edith Green, Marshall Trumbull, Les Boyd and Russ Ogden. The film will be managed Jack Brooke reports that this office has made several sales via use of the film.

NO REPLACEMENT FOR CAGNEY

NEW YORK—When gambler Barry Gray takes a summer vacation from WMCA here, beginning July 7, the station will not attempt to find a substitute speller for the midnight to 3 a.m. show, but will suspend the program until August 26, when Gray returns. The station claims that a full lineup of sponsors has been set for the show following the Gray (Continued on page 9)

NCAA to Get Build-Up to NBC Grid Bid

NEW YORK, June 28.—The amount of money bid by the National Broadcasting Company was not the prime consideration in the web's winning rights to the college football package to the National Collegiate Athletic Association. It's understood that NCAA, feeling that it had in need of a heavy public relations build-up, awarded the games to NBC because of a potent corollary campaign outlined in detail by the web.

The NBC proposal included use of the web's facilities to plug the NCAA restricted grid plan, as well as to disseminate information about the participating colleges and their educational advantages. Sports and special interviews will be used, and the web also will give out press releases and promotional literature of various types. NBC gained the games over bids from ABC, and from agencies and sponsors. Cost of the 12-week deal cannot be definitely set now, pending clearance of stations. It probably is based on station card rates, as last year.

Profitable TV audience exclusive with

LANCASTER, PENN.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area

Represented by ROBERT MEERKE ASSOCIATES

Chicago San Francisco New York Los Angeles

1922 1952

40th year

NBC AFFILIATE in DETROIT

Sound and Stereo in THE DETROIT NEWS

THE GEORGE W. HULLBERRY COMPANY



2500 SONG WRITERS WORKING FOR YOU

MR. SHOWMAN:

Suppose you put the country's 2500 leading song-writers on your payroll to create the music your customers demand. Picture the size of your payroll! But there is a simple way to get the same result at a nominal cost.

The way, of course, is through an ASCAP license, which gives you ready access to the best-loved American music . . . an unparalleled catalog containing tens of thousands of compositions of the more than 2500 leading American song-writers . . . the favorites of the past half-century.

In brief, you get the MUSIC that has made the field of entertainment one of America's great Industries. MUSIC is the lifeblood of radio and television, night clubs and taverns, restaurants and hotels . . . wherever Americans while away their hours of relaxation.

The creative talent that makes MUSIC good business for you is available at low cost. Look at it this way . . . the total royalties paid to writers and copyright owners last year through ASCAP by all commercial users of music are only a fraction of a cent of each dollar spent on entertainment by the American public.

An ASCAP license is the biggest bargain in entertainment!

This is the second of a series of advertisements telling the story of ASCAP



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

This One



THE BILLBOARD Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

• Top 10 TV Shows Each Day of the Week in ATLANTA

(169,000 TV sets; panel size 350)

... According to Videodex Reports

WAGA-TV	Share Broadcasting	CBS, De West
WSTV-TV	Atlanta News-Press, Inc.	NBC
Viewer reports monthly based on 63 markets. In the 20 cities it has shared data in a total of 7,700 TV homes. The city reports for those markets, take the first week days of each month, comparing the ratings for every 15-minute segment of every program from 7 a.m. to 11 p.m. The ratings for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each week in any of the 20 markets are determined by comparing the average ratings.		
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Jan. 22	SUNDAY	Aug. 22
1.	39.1. 1. RED SKELTON	NBC 9:00-9:30 WSB 39.2
4.	23.2. 2. WHAT'S MY LINE?	CBS 9:30-10:00 WAGA 27.0
5.	20.0. 3. SUPER COINCE	NBC 9:00-9:30 WSB 20.0
2.	32.4. 4. COMEDY HOUR (Abbott & Costello)	NBC 7:00-8:00 WSB 24.5
5.	20.0. 5. BOY MEETS GIRL	NBC 8:00-9:00 WSB 20.0
6.	18.0. 6. QUICK TRACY (film)	NBC 8:30-9:00 WSB 18.0
5.	21.4. 7. PHILLO TV PLAYHOUSE	NBC 8:00-9:00 WSB 18.0
7.	18.0. 8. DOD PAPER	NBC 8:00-9:00 WSB 18.0
9.	16.0. 9. DANGEROUS ASSASSIN	NBC 8:00-9:00 WSB 16.0
10.	15.0. 10. BEAT THE BANK	NBC 8:30-9:00 WAGA 15.0

MONDAY				
2.	31.2.	1. I LOVE LUCY	CBS	8:00-8:30 WAGA 39.4
5.	22.9.	2. TALENT SCOUTS	CBS	7:30-8:00 WAGA 28.7
7.	18.6.	3. ROBERT MONTGOMERY	NBC	8:30-9:30 WSB 25.3
5.		4. WYNNE MAHONEY	NBC	8:00-9:00 WSB 18.0
5.		5. CLAUDIA	CBS	8:30-9:00 WAGA 21.0
6.		6. WYNNE MAHONEY	NBC	8:00-9:00 WSB 20.0
4.	23.2.	7. LEO VIDEO THEATER	NBC	10:00-10:30 WSB 23.2
8.		8. MOVIE QUICK QUIZ	NBC	10:00-10:30 WSB 18.0
9.		9. WHO SAID THAT?	NBC	9:30-10:00 WSB 17.0
10.		10. SAY THEATER	NBC	9:30-10:00 WSB 16.0

		(Last Aired)	Non-Met	10:15-11:30	WTV	9
TUESDAY						
1	25.0	1. TEXAS STAR THEATER	NBC	7:00-8:00	WSB	25
4	23.6	2. CIRCLE THEATER	NBC	8:30-9:00	WSB	24
2	23.8	3. FIRESTONE THEATER	NBC	8:00-9:00	WSB	24
5	24.0	4. DANGER	CBS	9:00-9:30	WAGA	24
6	23.0	5. CAMEO 'N' ANDY	NBC	8:00-9:00	WSB	23
7	22.0	6. KIT CARSON (film)	NBC	8:30-9:00	WSB	22
8	21.0	7. BOB COUSINS	Non-Met	9:45-10:00	WTV	21
9	20.0	8. TEXAS STAR THEATER	NBC	7:00-8:00	WSB	20
10	19.0	9. STRIKE IT RICH	CBS	10:30-11:00 AM	WAGA	19
11	18.0	10. CIGAR BO (film)	Non-Met	7:00-7:30	WAGA	18

WEDNESDAY						
1.	42.9	1. GODFREY & FRIENDS	CBS	7:00-8:00	WAGA	30.9
2.	34.8	2. STRIKE IT RICH	CBS	8:00-8:30	WAGA	26.2
3.	30.5	3. THE WEED	CBS	8:30-9:00	WAGA	19.9
4.	16.4	4. PASTY BLUE RIBBON	NBC	9:00-9:30	WAGA	19.2
4.	21.8	5. KRAZY TV THEATER	NBC	8:00-9:00	WSB	18.2
6.	16.0	6. ELMER'S THEATER	NBC	9:00-10:00	WLTV	16.0
7.	15.0	7. SPONSOR SPOT	NBC	9:30-9:45	WAGA	14.0
7.	19.1	8. CAMEO 'N' ANDY	NBC	8:00-9:00	WSB	12.8
9.	18.0	9. MOVIE QUICK QUIZ (film)	Non-Nel	10:00-10:15	WLTV	9.3
10.	17.0	10. CARDIEN TIME	Non-Nel	5:30-5:45	WSB	9.3
9.	16.0	11. THE BIG PAYOFF	Non-Nel	2:00-2:30	WSB	9.3

THURSDAY					
2	41.5	1. YOU BET YOUR LIFE	NBC	7:00-7:30	WSB 35
3	40.9	2. ANDY 'N' ANDY	NBC	7:30-8:00	WAGA 29
4	30.5	3. BINGO TOWN	CBS	8:00-9:00	WAGA 28
5	29.0	4. MAN AGAINST CRIME	CBS	8:00-8:30	WAGA 23
6	28.0	5. BACKET SQUAD	CBS	9:00-9:30	WAGA 21
7	27.0	6. GAG SISTERS	NBC	8:00-8:30	WSB 19
8	26.0	7. GAG SISTERS	NBC	8:30-9:00	WAGA 18
10	16.4	8. TREASURY MEN IN ACTION	NBC	7:30-8:00	WSB 15
9	15.0	9. THE BIG PAYOFF	NBC	2:00-2:30	WSB 13
10	14.0	10. MARTIN KANE	NBC	9:00-9:30	WSB 13

FRIDAY					
9.	17.8.	1. ALBION FAMILY	NBC	8:30-9:00	WSB 27.4
2.	24.9.	2. BIG STORY	NBC	8:00-8:30	WSB 22.0
4.	21.9.	3. CALVALECE OF SPORTS	NBC	9:00-9:45	WSB 22.3
5.	21.0.	4. MY FRIEND IRMA	CBS	7:30-8:00	WAGA 16.2
6.	20.0.	5. MAMA	NBC	7:00-7:30	WAGA 16.0
7.	19.0.	6. POLICE STORY	CBS	9:00-9:30	WSB 15.0
8.	18.0.	7. PLAYSIDE OF STARS	NBC	8:00-8:30	WSB 12.2
7.	19.3.	8. WE, THE PEOPLE	NBC	7:30-8:00	WSB 11.6
9.	18.0.	9. RCA SHOW	NBC	7:00-7:30	WSB 9.9
10.	17.0.	10. LOVE OF LIFE	CBS	11:00-11:15	WAGA 9.9

SATURDAY					
1	31.6.	1. YOUR SHOW OF SHOWS	NBC	8:00-9:30	WSB 28.3
2	27.4.	2. YOUR MY PLAYBOY	NBC	9:30-10:00	WSB 25.4
3		3. HOPKINS CASSIDY (film)	NBC	5:00-6:00	WSB 21.3
4	22.6.	4. ALL STAR REVUE	NBC	7:00-8:00	WSB 19.3
5		5. KENTUCKY DEBBY	CBS	4:15-4:45	WAGA 19.2
6		6. KENTUCKY DEBBY	CBS	4:15-4:45	WAGA 19.2
7		7. PREVIEW	CBS	4:00-4:15	WAGA 18.6
8	11.5.	8. ONE MAN'S FAMILY	NBC	8:30-9:00	WSB 17.3
9	20.9.	9. THE BIG PAYOFF	NBC	2:00-2:30	WSB 15.0
10	16.0.	10. WHEELING	NBC	8:00-9:00	WSB 15.4
11	14.2.	11. BEAT THE BANK	CBS	8:30-9:00	WAGA 14.2

• Share of Total Audience Radio vs. TV in ATLANTA

... According to Pulse Reports

March-April, 1952			
7 P.M. to Midnight			
	TELEVISION	RADIO	TO ALL
	% of Total Aud.	% of Total Aud.	% of Total Aud.
SUNDAY	48.0	52.0	37.2
MONDAY	46.9	53.1	37.5
TUESDAY	44.0	56.0	36.9
WEDNESDAY	45.3	54.7	38.2
THURSDAY	45.6	54.4	37.0
FRIDAY	44.3	55.7	38.4
SATURDAY	55.4	44.6	36.6
6 A.M. to 6 P.M.			
MON.-FRI.	18.7	81.3	27.7
6 A.M. to Midnight			
ENTIRE WEEK	31.4	68.6	30.2

NEXT WEEK Videodex and Pulse Studies of BOSTON

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or the full services of the research organization featured on these pages.

For full details of the Pulse reports, write to THE PULSE, Inc., 15 West 66th Street, New York.

For full details of the Videodex service, write to JAY & GRAHAM RESEARCH, Inc., 342 Madison Avenue, New York.

For the ARS service, write to AMERICAN RESEARCH BUILDING, National Press Building, Washington.

AT-ING SEG Beer Strike Jeopardizes CBS Show

NEW YORK, June 28. The Columbia Broadcasting System this week was sweating out a strike at the Newark plant of P. Ballantine and Sons. The brewery was supposed to buy the 8-8:45 time period, three quarters of the "Sinner for Sale" program, for a nine-week summer promotion. Should the strike continue for any length of time, the CBS-TV buy would be killed. The program, a network package, would get the area for the summer if not sold. J. Walter Thompson is the agency.

• Top 5 Radio Shows Each Day of the Week in ATLANTA

(173,000 Families)

... According to Pulse Reports

WAGA-TV	Share Broadcasting	CBS
WSTV-TV	Atlanta News-Press, Inc.	NBC
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DUE to the fact that Atlanta stayed on Standard Time, rather than shift to Daylight Saving Time, network shows came in an hour earlier in May. Generally this would tend to cause a falling off in the audiences of shows that normally go on at 8 p.m., while it would be favorable to 10 p.m. shows, "Godfrey and Friends," "You Bet Your Life" and "Cameo 'n' Andy," all of which had ratings in the 40's in January (the Atlanta Atlanta ratings at that time), are down in ratings from 29.3 to 35.0 in May; these three shows fell in the 7-8 p.m. slot. "I Love Lucy" and "Red Skelton" both increased their Atlanta audiences as compared to January, and became the top two shows. National Broadcasting Company and its affiliate, WSTV-TV, maintain their slight edge in terms of number of shows on this chart.		

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10.	15.0. 10. BEAT THE BANK	NBC 8:30-9:00 WAGA 15.0

2	10.3	1. RAILROAD HOUR	NBC	8:00-8:30
5	10.0	1. VOICE OF FIRESTONE	NBC	8:30-9:00
1	5.1	1. LUX RADIO THEATER	CBS	9:00-9:30
1	10.5	1. TELEPHONE HOUR	NBC	9:00-9:30
—	—	1. BAND OF AMERICA	NBC	9:30-10:00
TUESDAY				
2	10.8	1. FIBBER MCGEE & MOLLY	NBC	9:30-10:00
1	11.5	2. BOB HOPE	NBC	9:00-9:30
—	—	3. BARBARA CRAIG	NBC	8:30-9:00
—	—	4. CAVALCADE OF AMERICA	NBC	8:00-8:30

—	5.	EDDIE CANTOR	NBC	10:00-10:30
4.	10.5	5. ONE MAN'S FAMILY	NBC	7:45-8:00
WEDNESDAY				
1.	10.5	1. YOU BET YOUR LIFE	NBC	9:00-9:30
2.	10.3	1. BIG STORY	NBC	9:30-10:00
—	—	3. HALLS OF IVY	NBC	8:00-8:30
—	—	4. GREAT GILDELSLEEVE	NBC	8:30-9:00
2.	10.3	5. ONE MAN'S FAMILY	NBC	7:45-8:00
THURSDAY				

4.	9.5.	1. NEWS OF THE WORLD	NBC	7:30-7:45
4.	9.0.	2. RICHARD HARKNESS	NBC	7:00-7:15
5.	8.8.	3. SPORTS		7:15-7:30
5.	8.8.	2. FATHER KNOWS BEST	NBC	8:00-8:30
1.	10.0.	5. ONE MAN'S FAMILY	NBC	7:45-8:00
FRIDAY				
1.	10.5.	1. ONE MAN'S FAMILY	NBC	7:45-8:00
—	—	1. RED SKELTON	CBS	9:00-9:30
—	—	MY FRIEND IRMA	CBS	9:30-10:00
3.	10.3.	H. V. KALTHEORN	NBC	7:00-7:15
3.	10.5.	4. NEWS OF THE WORLD	NBC	7:30-7:45

—	—	5. MARIO LANZA	NBC	9:00-9:30
5.	B.5.	5. MARTIN & LEWIS	NBC	8:30-9:00
SATURDAY				
—	—	1. BARK DANCE	Neri-Wat	8:00-8:30
5.	6.8.	1. GRAND OLE OPRY	NBC	9:30-10:00
1.	7.3.	3. GANGBUSTERS	CBS	9:30-10:00
5.	6.8.	4. BOB & RAY	NBC	8:30-9:00
—	—	4. BROADWAY IS MY BEAT	CBS	9:30-10:00
6 A.M. TO 7 P.M.				

MONDAY—FRIDAY				
5	7.6	1. YOUNG WIDDER BROWN	NBC	4:30-4:45
2	7.6	2. WOMAN IN MY HOUSE	NBC	4:45-5:15
3	7.8	3. STELLA DALLAS	NBC	4:15-4:45
5	7.6	4. BACKSTAGE WIFE	NBC	4:40-4:45
2	7.9	5. ARTHUR GODFREY	CBS	10:00-11:00
SATURDAY				
—	—	1. MORNING MELODIES	Non-Wel	8:15-8:30
—	—	2. WORLD NEWS	Non-Wel	8:00-8:15
—	—	2. CITY HOSPITAL	CBS	1:00-2:00

2.	NEWS	Non-Nel	6:00-6:15
3.	IT'S YOUR MIKE KALTHEBORN		6:15-6:30
4.	GRAND CENTRAL STATION	CBS	1:00-1:30
5.	NEWS-C MARTIN	Non-Nel	7:45-8:00
SUNDAY			
1.	THE FALCON	NBC	4:00-4:30
5.	6.5 MARTIN KANE	NBC	4:30-5:00
2.	7.0 THE BIG SHOW	NBC	6:30-7:00
1.	7.0 OUR MISS BROOKS	CBS	6:30-7:00
1.	7.0 TEXAS RANGERS	NBC	6:00-6:30

*Sales Management 1951 estimate for Atlanta Metropolitan Area, including counties.

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WSTV-TV	Atlanta News-Press, Inc.	NBC
Viewer reports monthly based on 63 markets. In the 20 cities it has shared data in a total of 7,700 TV homes. The city reports for those markets, take the first week days of each month, comparing the ratings for every 15-minute segment of every program from 7 a.m. to 11 p.m. The ratings for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each week in any of the 20 markets are determined by comparing the average ratings.		
DUE to the fact that Atlanta stayed on Standard Time, rather than shift to Daylight Saving Time, network shows came in an hour earlier in May. Generally this would tend to cause a falling off in the audiences of shows that normally go on at 8 p.m., while it would be favorable to 10 p.m. shows, "Godfrey and Friends," "You Bet Your Life" and "Cameo 'n' Andy," all of which had ratings in the 40's in January (the Atlanta Atlanta ratings at that time), are down in ratings from 29.3 to 35.0 in May; these three shows fell in the 7-8 p.m. slot. "I Love Lucy" and "Red Skelton" both increased their Atlanta audiences as compared to January, and became the top two shows. National Broadcasting Company and its affiliate, WSTV-TV, maintain their slight edge in terms of number of shows on this chart.		

Jan. 22	SUNDAY	Aug. 22
1.	39.1. 1. RED SKELTON	NBC 9:00-9:30 WSB 39.2
4.	23.2. 2. WHAT'S MY LINE?	CBS 9:30-10:00 WAGA 27.0
5.	20.0. 3. SUPER COINCE	NBC 9:00-9:30 WSB 20.0
2.	32.4. 4. COMEDY HOUR (Abbott & Costello)	NBC 7:00-8:00 WSB 24.5
5.	20.0. 5. BOY MEETS GIRL	NBC 8:00-9:00 WSB 20.0
6.	18.0. 6. QUICK TRACY (film)	NBC 8:30-9:00 WSB 18.0
5.	21.4. 7. PHILLO TV PLAYHOUSE	NBC 8:00-9:00 WSB 18.0
7.	18.0. 8. DOD PAPER	NBC 8:00-9:00 WSB 18.0
9.	16.0. 9. DANGEROUS ASSASSIN	NBC 8:00-9:00 WSB 16.0
10.	15.0. 10. BEAT THE BANK	NBC 8:30-9:00 WAGA 15.0

WSB	9.1
WSB	9.1
WAGA	9.1
WSB	9.1
WSB	9.1
WSB	11.1
WSB	10.1
WSB	10.1
WSB	9.1

NEWS CAPSULES

Besse Lured To Big Pic Making, Guests

• Continued from page 6

hiatus. New contracts are being signed on a "as available" basis.

BERGEN TO MAKE

WINS. HOLLYWOOD—Edgar Bergen begins production on a series of new recordings for Columbia this week. The ventriloquist is filming exteriors at Pike's Peak. The seven new recordings were said to be interested in Bergen's radio show. A deal is to be announced shortly by CBS.

WINS TO HYPE COUNTRY MUSIC

NEW YORK, June 28.—On top of the programming moves at the American and National Broadcasting Company networks, local station WINS jumps whole hog into country music next Monday (30), when the Crozier station begins a two-hour, across-the-board disk show from 8 p.m. to 10 p.m. The new show will be called "Folk Tare" and replaces a pop music segment which has been on for several years. The station believes is the first local outfit to program 12 hours of country music weekly.

WHOM TO H.R. BASIS

BOSTON — WHDH, a local 50-watt independent station has decided to remain on the air on an around-the-clock basis after a vote of the shareholders was taken since April. The station is airing recorded music from 1 a.m. to 5 a.m. and has called for "All Through the Night." Programming plans call for continued use of light classical and lush pop music.

STANDARD OIL TESTS

CHICAGO—Standard Oil of Indiana, which dropped its Midwest radio sponsorship of the Rayne King Show over the National Broadcasting Company effective June 1, is in the process of testing a new video news show over WNBQ here starting July 2. Firm will make a test of WNBQ on Thursday and Friday, 10:15-10:30 p.m. CDT, weekly.

In addition to its TV probing, firm sponsors news and sports shows on 27 radio stations in 24 Midwestern cities.

DEMOCRATIC COMMITTEE NAMES REINSCHE, SAUTER

WASHINGTON — Democratic National Committee Chairman Frank McKinney announced the appointment of Leonard Reinsch and James Sauter as co-chairmen of an Entertainment Industry Committee in connection with the convention and campaign. Reinsch, onetime TV-radio consultant for President Truman, is on leave of absence from his position as general manager of radio and television owned by former presidential candidate, James Cox. He said the committee, as in past years, will call upon names figures in the entertainment

ERNIE SIMON SIGNS WITH WGN, WGN-TV AND DU MONT

CHICAGO—Ernie Simon, leading city disc jockey who terminated his contract with WKBK here a few months ago, has signed a contract for a short-term, has signed with WGN, WGN-TV and the Du Mont Network for a series of radio and TV appearances. Initial program set for Sunday at 2-3 p.m. CDT over WGN, which debuts this week. A television show will be a web video airer are being set.

HELP SET FOR HOUSE AM ROOM

WASHINGTON, June 28.—An additional technician will be hired to help handle the workload in the congressional radio room where transcriptionists for members' radio messages to stations in their home districts and

The Senate yesterday voted an additional \$3,300 for the radio room. The recording studio, located on an attic floor of the Capitol building, is now being supervised by Robert Cox.

BIG CONVENTION JOB

Bel System Keeps Abreast of Killing Installation Schedule

CHICAGO, June 28.—Working against a killing time schedule, the Bell system's multi-million-dollar program to complete facilities for TV coverage of the political conventions is still on schedule. By July 1, when the Republican meet convenes, 10 new cities will be added to the interconnected TV network. Four non-video areas will be able to receive transmission of radio-cable transmissions and only one of the nation's 108 television stations will be able to receive transmission. N.Y. will be unable to pick up the live shows from Chicago.

By convention time the TV network provided by the long lines department of American Telephone & Telegraph Company and the Associated Bell Telephone Company, will be stepped up by 5,000 miles of radio-cable and coaxial cable channels, bringing them, where all TV webs also

VIDEO MATTER

Revamped White House Heavy on TV Facilities

WASHINGTON, June 28.—Sign of the times is a forest of TV aerials atop the refurbished White House. TV sets aren't expected to have the latest of built-in equipment for TV reception on a scale commensurate with most modern apartment houses and hotels. "It is in addition to elaborate arrangements for setting up telecasts from the White House (for live and White House TV broadcast set-up, see Washington

Over-Once column).

Almost every room in the White House can be set up for television, right now there are five TV sets in the main hall. Other sets include built-in receivers in the President's study and in the Oval Office. Two other sets are located in Mrs. Truman's sitting room, the usher's office and

Outlets Get Convention Recordings

CHICAGO, June 28.—Local radio stations through the count-down of the national convention programs on the spot at the Republican and Democratic national conventions in St. Louis, Mo., supplement shows fed to them by the networks. Magnecord, Inc., Chicago, has been authorized to set up recording facilities under auspices of and in co-operation with the National Association of Radio News Directors and the National News Broadcasters Association.

Thus the Magnecord agreement, convention-accuracy engineers, equipment, individual recording booths, tape and editing facilities will be provided or all radio newscasters desiring to make use of the service. The service will be able to provide their own coverage of the events, including spot interviews, at the total cost of \$3 for a five-minute tape, and \$9 for a full quarter-hour program.

The recording headquarters of the Ambassador will be located in the radio-TV area in the north wing. Additional facilities will be available at the Conrad Hilton Hotel.

BILL TO ERASE CEILING ON ELECTION SPENDING

• Continued from page 1

spending regulations for congressional candidates. Under the present law senatorial candidates are limited to expenditures of \$25,000 and representatives to \$5,000, but there is no limit on the amount a candidate would spend for congressional campaign by a special political committee working for his election. The bill would set a \$25,000 limit on the amount a candidate would set up a simple spending formula based on the

total interconnected mileage to 29,800.

New cities which will be added to the network by July 7 are Chicago, Cleveland, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle, thus bringing the total number of stations able to carry live telecasts to 107 located in 68 cities.

Television signals also will be piped into theaters and/or hotels in Denver, Sacramento and Fresno, and into Portland, Ore., on a closed circuit, so that the population in those non-television areas will be able to view the proceedings at the conventions.

In order to safeguard against emergencies, special PSV video cables are being installed at the Ambassador, site of the convention here, and at the Conrad Hilton cable channels, bringing them, where all TV webs also

in daughter Margaret's room. It's likely that some day there will be a set in practically every room. TV sets aren't expected to get much use by the Truman family inasmuch as the "First Family" is known to have switched on his own set for programs in which Margaret has appeared, but he has reportedly taken few other ganders. His office set is at arm's length from his desk. Staffers will be alerted to get Dwight Eisenhower's Abilene appearance or Gen. Douglas MacArthur's "old soldiers never die" address to Congress.

Expectations are that Mr. Truman won't take any of the portable TV sets with him when he leaves the White House on July 20. Story is told here that when Calvin Coolidge wound up his White House tenure, he had nearly a score of radio sets crated for delivery to his New England home.

Shoe Co. Buys 'Smilin' Ed' McGraw

NEW YORK, June 28.—Brown Shoe Company this week bought "Smilin' Ed McGraw" for slotting this fall on the Columbia Broadcasting System's radio web. Show goes into the air at 10:30-11 a.m. beginning in August. Advertiser also sponsors Smilin' Ed McGraw's television project. Leo Burnett is the agency.

Best Foods Drops Moore

NEW YORK, June 28.—Best Foods drops its 15-minute weekly "The Garret Moore" time video show after its July 15 telecast over the Columbia Broadcasting System's TV. This leaves Moore with two sponsors, General Electric with two

will maintain telecasting facilities. Special antenna will be used at both places, as well as at the four network stations here. In addition, the stations here are being schooled for all the conventions, with crews at the conventions, roving thru the television and radio areas to keep constant check on equipment.

For radio, program grade circuits to interconnect 1,200 stations of the four networks will be provided by AT&T. In all, there will be 10 radio channels and 70 visual and audio TV channels.

Illinois Bell Telephone experts, who have been working for about a year planning the physical set-up for the conventions, said the 1952 effort will require 75 per cent more service than their predecessors. First telecast from a convention was held in 1950 when the GOP met in Philadelphia was carried to New York over a single radio channel. During World War II there was no television, but in 1948 the Republican National Convention was carried to seven cities, Boston, New York, Newark, Philadelphia, Baltimore, Philadelphia, and Richmond, where a total of 10 stations telecast the event.

Work the Ambassador will be held up for a few days now as heavy equipment, brought in for the election, is being unboxed, removed, then the final check will be made up to as to meet the July 7 deadline.

The Bell System also is preparing a set of 100 telecasts and radio shows, which will be made available to both the AM and TV networks. The television project. These shows, running from three to five minutes, are intended as fillers for the weeks during the conventions. Done in laymen's terms, the project is a normal explaining how the television coverage is achieved, etc.

Pool Seeks 5 UHF Spots

HOLLYWOOD, June 28.—John H. Pool, president of Catalina's newly launched KBIG, AM station, will ask the Federal Communications Commission for licenses to five ultra-high frequency TV stations in California. Applications for outlets in Los Angeles, Fresno, Bakersfield, Stockton and the Monterey-San Jose area. The station will take an estimated investment exceeding \$1,000,000. Pool, who says KBIG went on the air three weeks ago, is also considering setting up recording facilities on Catalina to provide programming originating from the island and where his AM transmitter is now located. He intends to lean heavily on filmed product for programming. For Adair for the remaining four outlets. First station will be on within three months to year after a FCC approval, with others to be operating within three years.

15-minute periods, and Stokely-Van Camp with a quarter-hour show.

Moore will be cut back to a half hour across the board shortly.

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In the Market which has highest income per family in the country.

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New York San Francisco Chicago Los Angeles

Italian TV Rep Buys 17 U. S. Film Programs

NEW YORK, June 28.—Franco Passigli, TV representative in the U. S. of R. A. I., the Italian broadcasting organization, this week has signed some more after one of the heaviest buying sprees the TV film marts have yet seen. All the paying token prices, Passigli took back with him 17 different series culled from 13 different film firms. On the program, he contracted for 13 editions of each series, which will be rebroadcast in Italian-language sound. Based on the growth of video in Italy, and the audience reaction to these series, he will be back for more.

Deals were set with Louis Snader for musical shows, including for "Armchair Adventures," Encyclopedia Britannica for science documentaries, March of Time for "Crusade in the Pacific," Explorer Films for "The 20th Century," and "Crusade in Europe," Crosley for "Royal Playhouse Theater," Hal Roach for "Racket Squad" and a comedy series, United TV for "Big Town," Monogram for "Wild Bill Hickok," Roland Reed for "Trouble With Father," the National Broadcasting Company for "Hopalong Cassidy" and "Dangerous Assignment," and the Columbia Broadcasting System for Gene Autry, "Range Rider," and "Files of Jeffrey Jones."

Stations in Milan and Turin already have been airborne experi-

mentally, and are expected to start running full-blast this fall. They are linked by micro-wave relay. Stations in Venice and Piacenza are under construction, with additional outlets in Genoa, Florence, Rome and Naples to be added later.

Italian TV will operate in a manner similar to the current radio system there. Set-owners will pay an annual subscription fee. There will be some sponsorship, as on radio, but as in AM, this will return only about 15 percent of the system's income. Bankrollers actually buy participating announcements in going shows, but do not have control over programming. Passigli said future film deals probably would have Italian TV pay in proportion to audience. He anticipates possible film exchange deals for Italian product, when the industry there develops further.

Benton Paschal To Roach Post

HOLLYWOOD, June 28.—Benton Paschal, ex-Coast vespee of the Liberty net, was named general sales manager for Hal Roach Studios. Hal E. Roach, proxy of the firm, indicated his company will launch an all-out drive for more commercial spot biz.

With Herb Gelman remaining as head of the Roach New York office, Paschal will open offices in Chicago and Hollywood from which he will operate in reping the Culver City studios. Roach lot already boasts the housing of more TV film production than any other here and intends to hype its commercial telefilm output with "Wiser Take All," "The Big Fix" and "Kilroy Was Here." The latter stars Jackie Coogan. All films are making their local TV bow on WCBS-TV. The purchase

THEATRICAL ON TV

CBS Skeds 9 Films For Saturday Nights

NEW YORK, June 28.—The Columbia Broadcasting System has lined up the first nine theatrical films for slotting in the 9 p.m.-10 p.m. and 10 p.m.-11 p.m. time periods Saturdays. The webs film package for the earlier segment includes such top Italian products as "Open City," "Faisan," and "The Giotic Thief." All set for that time period are the Seiznick produced "Waterloo Bridge," starring Robert Taylor and Vivian Leigh, and "The Gentle Sex." The 10-11 p.m. time segment will get the 1935 "Ginger" with Frank Albertson, and the more recent "Winger Take All," "The Big Fix" and "Kilroy Was Here." The latter stars Jackie Coogan. All films are making their local TV bow on WCBS-TV. The purchase

was handled for the web by David Savage.

MARCUS LOEW HAS NEW FILM PKG. . .

NEW YORK.—Marcus Loew's Standard TV Sales Company is offering a new film package of about 15 features, headed by such products as the Burgess Meredith-Marzo "Wintermet" and "Girl From Manhattan" starring Dorothy Lamour. The rest of the films are also independently produced films.

PEERLESS SALES

ON UPSWING . . . NEW YORK.—Peerless Television Productions in the past few weeks has sold its theatrical film packages to W N A C. Boston: (Continued on page 16)

Transfilm and De Rochemont Sign a Pact

NEW YORK, June 28.—Transfilm, Inc., a commercial TV film outfit, and Richard De Rochemont, former executive producer for March of Time, signed a deal this week whereby De Rochemont joined Transfilm in a major drive to grab off a big slice of the TV commercial business in this area. The deal calls for De Rochemont to bring all his current and future film accounts into the organization. These accounts are said to be more than \$500,000.

William Burnham, Transfilm vice-president, said that De Rochemont will be a producer at Transfilm and also act as consultant on new business. Plans previously announced by De Rochemont are for two topical video films to be ready this fall. Time, Inc. plans to produce a theatrical feature film based on the life of Henry James. De Rochemont resigned from March of Time last year when Time, Inc., decided to give up on the theatrical MOT film.

TV FILM PURCHASES

Hamilton Watch Company and International Silver, thru Benton, Barton, Durstine & Osborne, will sponsor a film series, "Jewelry Showcase," next fall. Two sponsors will slot the dramatic film series either on a network or on a national spot basis. Series will be filmed in Hollywood.

Sharpe & Dolme, Inc., will sponsor a 15-minute documentary to be produced by WFIL-TV, Philadelphia, with the co-operation of the Defense Department. Film will cover every phase in the development and use of whole blood and blood plasma. After the premiere performance on WFIL-TV, film will be offered to other TV stations at cost.

Atlantic Refining Company will sponsor United Television Programs "Big Town" on WTVT, Miami, beginning July 31.

Kruger Advertising Company, will sponsor "Royal Playhouse" re-runs of Bing Crosby Enterprises' "Fireside Theater" on WHNC, New Haven, Conn. Sale was made by United Television Programs.

United Television Programs reports the sale of "Big Town" to WOAI-TV, San Antonio, Tex., for televising beginning July 6; "Sleepy Joe" to WDTV, Pittsburgh, and KSL-TV, Salt Lake City; and "The Chimps," to WFLA-TV, Ft. Worth, and to KSL-TV, Salt Lake City.

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UNITY in
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T-V
FILM SURVEY**

The Billboard

FIRST TV FILM QUARTERLY JUNE 14, 1952

How TV STATIONS RATE THEATRICAL FILM DISTRIBUTORS

Place	Name	Points
1.....	Unity Television Corp. 1501 Broadway, New York 36, N. Y.	90
2.....	Milton Pictures for Television 655 Madison Ave., New York, N. Y.	83
3.....	Hollywood Television Service Republic Studios, North Hollywood, Calif.	47
4.....	Starling Television Co. 316 W. 57th St., New York 19, N. Y.	40
5.....	Snader Telepictures Sales 229 W. 42d St., New York, N. Y.	39
6.....	Peerless Film Co. 165 W. 45th St., New York, N. Y.	35
7.....	Monogram Pictures 4316 Sunset Blvd., Hollywood, Calif.	28
8.....	M. & A. Alexander Productions, Inc. 6710 Sunset Blvd., Hollywood 23, Calif.	14
9.....	Crescental Television Sales 44 W. 45th St., New York 19, N. Y.	10

thanks to ~~~
every station in the nation
for voting UNITY top honors
~~~ and thanks to BILLBOARD for the many Kudos  
accorded to UNITY in the first National T-V Film Survey

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| ARCHE MATYERS<br>President | "BOB" WORMHOUST<br>Sales Manager | "CONNIE" LAZAR<br>Program Director | LEN FIRESTONE<br>Eastern Div. Mgr. | SID WIEBER<br>TV Bookie |
|----------------------------|----------------------------------|------------------------------------|------------------------------------|-------------------------|

Write, wire or phone for  
UNITY's new 40 page  
catalog of films to fit  
every time segment and  
type of programming.



# National-Scala, Copenhagen (Wednesday, June 4)

Capacity, 1,500 in cafe-cabaret; 2,900 in Scala-Salen ballroom. Price policy, no covers, no minimum. One show nightly. Booked by Ernst Salstrom. Publicity, Edal Winkler-Petersen.

Synnove Haugen, Norwegian chirper with a pleasing personality, opens the show with classical numbers which netted her a big hand and an encore. She has a fine voice and usually good diction.

Annell and Brask are a clever pair of unicycle riders who will be in New York shortly (signed up by Dave Sotli and Len Grund). They feature speedy costume changes and comic tricks to help sell their comedy ride.

Two Svendsen offer a novel balancing number. The teen-age lad sells the act thru his boyish, smiling nonchalance, while being tossed up and assisted by a difficult balancing stances by a very capable under-stander. The duo works at swift pace, and the act is neatly presented. It doubles in the late show in the Scala-Salen. Syd Burns gets off to a good start with amusing imitations of musical instruments, which he burlesques with gestures and miming. Some of his gags are not very funny, but he clicks with good parodies of Spanish and Russian dances. He closes with a series of very fast spins to a good band. Burns also doubles in the Scala-Salen show.

**BBC Favorites**  
Pat Hyde, British Broadcasting Corporation radio favorite, accompanies herself with accordion in pop American tunes, such as "Domino" and "Broadway Lullaby." Hyde appears also in the Scala-Salen midnight show. Else Marie Elmer, pianist-entertainer from the Scala Bar, follows with a quarter-hour session at the piano, while the ork takes time out. The Bizarro Brothers are newcomers and good. The act is a trio of two males and a nifty female who are all excellent, equilibrist and contortionists. The two boys start off with a funny magic gag, followed by the girl's coming on

# Night Club-Vaude Reviews

## Vogue Room, Hotel Hollenden, Cleveland (Tuesday, June 17)

Capacity, 250. Price policy, \$1 cover week nights; Saturdays \$1.50. Shows at 8:30 and 12. Bookings, policy, non-exclusive. Entertainment director, Marla Jacobs. Press, Koehl, Lendin & Lenden. Estimated budget last show, \$3,750. Estimated budget last show, \$4,000.

Mindy Carson, sole performer at Cleveland's swank Vogue Room, worked her way thru 35 minutes of uninterrupted song backed by George Sterney and his ork. It was a heart-warming and intimate performance that delighted the near-capacity house. Miss Carson is not only warm, she's hot.

### Poies for Men

Her "Boutonniers" had every male in the room trying to grab a poise. A political parody to wind up this song brought loud responses.

The gal worked well, set up her chatter bits in ad lib style and was particularly effective on "The Folks Back Home." Her talent was not limited to straight singing. In a mistle get-up, she pulled a surprise impersonation of Bert Williams for added mirth.

Marge Richards, for a good a crowd. The wind-up had all three working a fast-tempoed routine of hand-stands, hand-to-hand and other balancing feats, plus contortion bits. They got off to big hand here and in the Scala-Salen midnight show. Poul Christensen's 10-piece ork does a swell job cutting the show and playing the dance sessions. Johnny Cannon and his band, the midnight show and dance sessions in the Scala-Salen ballroom.

—Ted Wolfman.

## Three Rivers Inn, Syracuse (Wednesday, June 4)

Capacity, 150. Price policy, \$1 admission. Two shows nightly. Bookings, policy, non-exclusive. Show played by Jimmy Melfi's ork. Estimated budget last show, \$8,000.

The Three Rivers Inn, some 12 miles outside Syracuse, is in its fourth week of a summer policy. The spot, enlarged this season to just over a 1,000 capacity, is a large well-appointed room, with good acoustics. It looks right out over the water, making for a fine summer layout. The show has Nat Cole holding the spotlight.

King Cole was a smash from his first appearance, went thru his repertoire in his own inimitable style and had them begging for more, with the house lights failing to quell the mits out front. Backed up by his trio, Cole opened with "Embraceable You," quickly following with "Walking My Baby," "Unforgettable," "Calypto Blues" and "That's My Girl." With the house in an up-roar, Cole had to satisfy them with "Paper Moon," "Mona Lisa" and "Too Young."

### Styles Too

Herkie Styles, emceeing and handling the comedy angle, now has developed a style and has material that is both fresh and new.

Completing the long show was Al Royce, a better than average Negro hooper, and a three-gal line, augmented by two principals, doing two opening and closing numbers.

Jimmy Melfi (5 cut a swell show besides playing for dancing. Two local boys Johnny LaTone and Coby Gwin, on the electric guitar and accordion did fine relief sessions.)  
—B. S. Bennett.

## Elliott Murphy's Aqushow, Flushing Meadow Park, New York (Tuesday, June 24)

Capacity, 8,232. Price range, 72 cents-\$1.50. One show nightly. Closed Mondays. Producer, Elliott Murphy. Emcee, John McKnight. Cast: Jack Carter, Gordon Goodman, the Five Amanda, Hassi Barz, Betty Harrison, Whitey Hart, Stan Dudak, John Edwards, Marshall Wynn, Len Carner, Clint Osborne, Frank Campas, Jim Cosmo, George Cronin, George Bronks, Lee Levin, Smiley Cannon, Di Mattiazzi, June Earning, the Borsh, Mitzewitch Harmonics Rascals with Johnny Pules, Basile and Marinet, Bobby Knapp, the Filatimmons Sisters and others. Show played by Fred Ulyser's ork.

Opening the eighth season at the Flushing Meadow Amphitheater, Elliott Murphy pulled out all stops—show and promotion-wise—for one of his best entertainment packages. If Murphy can keep up the pace, he may be able to fight off what should be heavy competition from Mike Todd's water show at Jones Beach. The latter figures to cut in on Murphy's take this year, since the two layouts are drawing from the same potential audience.

Murphy's layout this year is more of the extravaganzas type than it has ever been. For his opening week, he booked Jack Carter, the Harmonics Rascals, the Amandis and Di Mattiazzi—all first-rate acts. In addition, the Aqushow sports a big ork, a 24-gal swimming line, a raft of comedy and straight divers and an 11-voice alee club out of the Fred Wering group. Lighting, production and consumable looked more expensive than ever. Opening night included a special line-up of former Olympic champions

## Ciro's, Hollywood (Tuesday, June 17)

Capacity, 480. Price policy, \$2 cover. Shows at 8:30 and 12. Owner-operator, Herman Hoyer. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$8,000. Estimated budget last show, \$5,000.

Step Brothers and Peggy Lee prove the smoothest running combination spot has had in months. The tap foursome, which has been in Europe and Scandinavia for the past 30 months, hasn't lost any of its zest and enthusiasm which make it the fastest and most varied act in the field. Quartet backed closely to its standard pattern of solo and union pleasing, netting rousing mits.

Recent TV show series has made Peggy Lee more conscious of her visual work, with the result that she is using her hands and facial gimmicks to much better advantage. Gai brought in her own foursome, piano, trumpet, bass and drums, to augment the house band. New numbers that impressed were "Sun Sand," to which she gives a dramatic reading, and "Louisville Lou," out of which Miss Lee made top drawer comedy material. Her current Decca topper, "Lover," got an ovation.

Johnny Sippl.

who took quick bows as part of the ceremony. Take for the night went to the Olympic Fund.

### U. S. Lines

Staging was based on a tie-in with the U. S. Lines' new superliner, S. S. United States. The show opened with the band and gle club on the revolving stage, rather than in their usual built-in box over stage right. Props and drops were made to resemble the afterdeck of a liner with the acts working in front of the ork. The water ballet and diving turns, as usual, worked in the curved pool in front of the stage.

Di Mattiazzi, the Amandis and the Rascals drew hefty mits for their standard material. All went over big with the large and well-papered house. The standard diving, comedy and water ballet routines all drew well, too. The show included some standard swimming.

(Continued on page 47)

# "a very funny guy... solid smash"

JIM O'CONNOR

(Gerie Knight) N. Y. Journal-American

SID SHALIT, N. Y. Daily News—

"Jackie Kannon, show stopping comedian at the Latin Quarter, is a great star of the future."

ROBERT DANA, N. Y. World-Telegram—

"... has a style that is refreshing, and ready to make New Yorkers claim him for their own."

LEE MORTIMER, N. Y. Daily Mirror—

"A comedy newcomer undoubtedly headed to the stars."

Billboard—

"Drew such yucks as are seldom heard at the Latin Quarter... Had 'em doubling up with howls."

HY GARDNER, N. Y. Herald Tribune—

"Is the freshest thing to come out of Detroit since Ford... Inspired from a Tim Leary to a snazzy eight."

EARL WILSON, New York Post—

"TODAY'S BRAVOS: Jackie Kannon's comedy at the Latin Quarter."

DOROTHY KILGALLAN,

N. Y. Journal-American—

"Big click."

WALTER WINCHELL, Daily Mirror—

"Jackie Kannon has coast coast bidding."

Variety—

"Strong item is Jackie Kannon, a solid hit in this room."

Currently—  
(Return Engagement)

• 5 O'CLOCK CLUB,  
Miami Beach

Followed By—

- PARAMOUNT, New York
- and
- COPACABANA, New York

Direction: WILLIAM MORRIS AGENCY

Press: PAUL W. BENSON

Just Concluded  
**LATIN QUARTER**  
NEW YORK  
My sincere thanks to LOU WALTERS and the rest of the wonderful Latin Quarter crew.

Voted the "COMEDIAN OF THE YEAR" by  
the National Association of Gagwriters



## Radio City Music Hall, New York

(Thursday, June 26)

Capacity, 5,945 seats. Price policy, 80 cents-\$2.40. Four shows daily. House booker-senior producer, Leon Leonidoff. Show played by Raymond Paige house ork.

A big part of the current stage show is tied into the flick, "Where's Charley?", with songs either taken out of the original musical or built around it to give it continuity. What wasn't tied to the pie was geared to the Independence Day holiday, with red, white and blue fan sequences and patriotic touches ending in a sensational fireworks display that must have driven the switchboard guys daffy following cues on dimmers, floods and spots. It all added up to a solid spectacle which the big house with its mechanical and electrical facilities can do so well.

The show started with a railroad station set, complete with a locomotive, passengers and vacationers. It was on this one that the Rockettes did their big routine. The plotting was unusual because the high-stepping line usually works in the finale rather than the opener. This segued into an Atlantic City boardwalk set with a standard act, Tom and Jerry, as "lifeguards" doing a bang-up job on the high bars with some remarkable tricks and comedy bits. The boardwalk scene itself was backed by a medley of the Frank Lesser hits out of "Where's Charley?" with bary Robert Shackleton doing an impressive vocal job backed by the house big band.

### More Dancing

The bridge between the two halves of the show was excellently filled by the Four Step Brothers in their on-the-beat routines. It seemed odd, however, that with so much dancing in the picture, plus the precision corps of the house line, that a dance act would be used on such a bill. But

(Continued on page 47)

## Roxy, New York

(Friday, June 27)

Capacity, 6,000. Price range 80 cents-\$2. House booker, Sam Rauch. Producers Arthur Knorr and Gas Foster. Show played by Paul Ash house ork.

The ice show is back again at the theater for the summer, and this, plus additional variety presented adds up to a powerful program which should be a strong draw these hot summer days. Billy Daniels and comic Pat Henning are featured on stage, with Arnold Shoda starring in the ice spectacle.

Billy Daniels, working with his pianist Benny Payne, did his usual smooth, sophisticated job with a group of old standards, getting the most out of each tune. His sock performance of "Sunny Side of the Street," backed by the singing of Payne, received a big hit, and he reinforced this with an outstanding job on the older "Bye, Bye Blackbird." The singer's dancing bits, warm personality and effective renditions pleased the crowd. Top pop song by Daniels was "Be Anything (But Be Mine)," which he dedicated to the young couples in the audience.

Pat Henning drew solid vocals with his cute gags and stories, and especially his short, snappy vocal impersonations of Hollywood stars. The comic's routine about his salary, his job, etc., went over strongly with the audience who called him back for many bows. His final bit, in which he gave his impressions of the members of a small town band, was delightful.

Arnold Shoda, who has starred on the Roxy ice many times, did a sensational job with his new routine, in which the talented star demonstrated some skillful glade work. Showcased prettily by the chorus on stage, the skater did a dance routine to stango beat, featuring some flashy stag jumps, excels, headless and set spins. He ended the routine with a fast turn and pulled a big hand. Trickle, skating juggler, was ef-

(Continued on page 47)

## Palace, New York

(Friday, June 27)

Capacity, 1650. Price range, 55 cents to \$1.80. Four shows daily. Chain booker, Dan Friendly. Producer, Dave Benis. Show played by Jo Lombardi's ork.

Fifty per cent of the current bill registered solidly. From the fourth stanza on, matters picked up materially after a relatively tired early start.

While, in the next-to-closing key slot, with his familiar chatter about marriage in general and his relatives in particular, speedily warmed up the customers for a fine overall reception. Top reporter told a little bit of little new material, but it is likely senseless to ask it, when the old routines appear to sell so effectively.

This reporter has been taken a push-over for Rose Wyand and June Mann's burlesque adagio—in fact, for their combined talent for knockabout clowning in general. Their standard stint this week was up to par on all counts, except that it seemed too short. Apparently the paw-buyers could have willingly taken more of them, too.

### Circu Rimec

Likewise, a good seller was Circu Rimec and his trio of Latin dancers. The two girls are lookers and exceptionally gifted in the rumba-fango school of footwork. Rimec has an easy mike personality and keeps the act going at top speed.

The wind-up featured the Edwards Brothers, an excellent act, who not only play a grand piano, but do most of the stuff on top of same. The boys have three or four top-flight tricks with chair-balancing, and put them across in fine style. They finished to a big hand.

If the first half of the show stood up to the second, the Palace would have quite a bill. The opener spotted the Wong Sisters in a fair acro-terp routine. The act is adequately projected but packs nothing original. Dave and Doty Workman of (Continued on page 47)

## Empire Room, Palmer House, Chicago

(Thursday, June 26)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. House booker, Ed. Owens. Show played by H.R. Hotels. Publicity, Fred Towne. Production and scenic booking, Merriell Abbott. Estimated budget this show, \$6,500. Estimated budget last show, \$6,000.

What might have been one of the best entries in the convention sweethearts here, was saved by the foresight of Merriell Abbott, veteran producer, who a few weeks ago shuffled this bill, putting the line and act in the Mata and Hart team. As a result it should offer fair competition for the handling politicians.

Satirical rep team, assisted by Bill Bradley and George Tormel, handles four numbers, two of them new to this room. Turn opens with his "sports newswear," a highly varied number which runs the gamut of popular competitive games. Excellent costume. Extra lighting plus the overall movement of the quartet, gets the show moving off to a speedy start.

The twosome, after sitting out the next three acts, readied for another new routine, "Hindu Fakir Dance." It is a well-contrived act, featuring a highly trained, very amazing muscular control, and Hari to display his satire and terp technique. He takes a short break to top Bradley and Tormel dance "Street Scene," then closes the act with a classic "Mad Hatter Hall," which is now a must here. As in the previous numbers danced by the team, Lebar has conducts.

### Shares Top Billing

Sharon Hill and her sister, Mata and Hari is Felix Knight, previously tagged for show top spot. Never a top name in the Empire Room, Knight does have a following in this room which is probably due to her act being in the program. Tenor took off on six tunes ranging from "La Donna Mobile" to "Mothine Like a Dame." His closer, a parody on "Casey Lovewell" devoted to the coming elections, will probably get a good reception from the politicians who will be in the room.

Sleeper on the bill is Helen Wood, a well-stacked, good-looking, 16-year-old dancer, who is part of the Broadway company of "Pal Joey" who is picking up a few extra bucks while en route to Hollywood and a picture commitment. Looking several years older than she really is, Miss Wood should pop more than one eye during her five-week stand here with her good looks, smart dancing and fresh personality. She could eliminate her singing bit, but her three routines are top sellers.

### Rudy Cardenas

Fourth act is Rudy Cardenas, a young juggler who is about as good as this type of entertainment comes, but he is far better suited to a circus or a theater than a room of this type. He works at hurricane pace thru his rather lengthy bit, but much of his more intricate maneuvering is done close to the floor and is lost to all but ringsters. Most of his juggling bits are done from a crowd, which also affects visibility further back in the large, fat room. His closer, in which he spins his rings, juggles six small wooden balls and catches them in small mesh baskets attached to his legs, is an excellent seller if it can be seen.

Eddie O'Neal, who celebrates his third year in the room July 23, cut the show, and played for dancing. Norman Weiss.

## Atlantic City's OK Re-Lights Margate

ATLANTIC CITY, June 28.—The Margate Casino got the okay to operate again from the New Jersey Commission, after holding public hearings. Neighbors had filed complaints against renewing the liquor license.

The Margate Casino, operated by James Schott, has four separate rooms with entertainment. For the start of a second season, the club has the Angie Marandino Trio and Pat O'Dare in the Royal Continental Room. The Trio are in the Vent-Max Club, per Clark, and Jackie Burns and his Crazy Kapers hold at the Mutual Bar. The Casino also has an outdoor Essex Terrace for al fresco dancing. When the season gets into full swing, name units will be brought in.

## The Crescendo, Hollywood

(Thursday, June 27)

Capacity, 200. Price policy, no cover or minimum. Operator, Harold Steinman. Publicity, Paul Ross. Booking policy, non-exclusive. Estimated budget last show, \$3,500. Estimated budget this show, \$4,500.

Not since its opening six weeks ago with Billy Eckstine has this Strip bistro had as strong a lineup as the combination of Ella Mae Morse and Freddy Slack's Trio. This talent pairing, plus the fact that they gave Capitol Records its first hit "Crazy," might just be able to take right off again, judging by the groove into which the duo got after the first couple of numbers opening night.

While her blues warbling is as good as it gets, it's the boogie man's animated chatter between duties that sets her apart. She is fast on the add and has a strong zest to her rhythm singing. Miss Morse did several blues ditties so well received that Cop should owe a blues album to this chirp.

The Slack Trio (piano, guitar and bass) is out of the boogie vein, but Slack puts his show with some straight 88-ing in either the hot stage or the groove. Slack has a pleasant vocal delivery that breaks up the monotony of straight pianists.

The Walter Gross Trio has switched from electric guitar to acoustic, accepting brush work, with the group getting a lighter sound.

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# \$1,000,000 "PEEP" SUIT Sennes, Hart Tie Up Wildwood & Syndicate

NEW YORK, June 28.—Frank Sennes and Charlie Hart are starting suit against the city of New York for \$1,000,000 for out of pocket and potential damages in a case that has the local syndicate and the local authorities all wound up.

Sennes and Hart made a deal to put a "Peep Show" under canvas on the beach at Wildwood for nine and a half weeks, to start July 3. Permits and okay were received from the mayor, county judge and State senators.

# Torrid Spell Aids Gate at Stem Combos

NEW YORK, June 28.—It was a pleasant week for combo houses last week, with the hot spell driving Stem visitors into the air conditioned theaters.

Radio City Music Hall (\$345 net), and the new Look (\$128,000) wound up with \$131,000 for the fourth and final week with the "Diamond Course," Jay Marshall and Kathy Barr, against \$58,000 for the previous week. The new bill has a nice show, Billy Daniels and "Wait 'Til the Sun Shines."

The Paramount (\$654 nets; June average \$111,000) collected \$130,000 for the week ending June 28. The new bill has a nice show, Paul, Mary Ford, Joey Bishop and "Clash by Night."

The new bill (1,650 seats; June average, \$17,000) did \$16,000 for its eight-act bill plus "Confidence Men" against \$15,000 for the week before. The new bill, another eight-act has the flick, "Just Across the Street."

# Milwaukee Flocks To Nelson Show

MILWAUKEE, June 28.—Turn away crowds greeted the Saturday afternoon Jimmy Nelson's special midget show at the "Big Top." June 21. Slanted to appeal to the kid TV fans, Nelson's appearance was made earlier in the week via a personal appearance on the local TV station.

An announcement drew a flood of reservations, and about 400 kids and their parents got in for the show, which was worth for \$1.50 per person.

# BRIGHT IN DJ RULE PROTEST

NEW YORK, June 28.—The anti-disk jockey rule which was voted by the national board of the American Guild of Variety Artists and which went into effect June 21, may be thrown overboard if it even starts rolling.

Bright, board member, plans to present a motion to the AGVA board Monday night, charging that the rule was passed by only eight board members (vote was 10 to six, one abstaining) when 40 board members should have voted. Furthermore, Bright, who is a rule, couldn't be policed and will ask that a national referendum be issued or the rule be postponed until the August annual meeting (Miami next October).

The rule provides that no AGVA member may appear on a deejay show originating from a cafe or restaurant without receiving a two-thirds of his customary salary.

# NEW ORLEANS CRACKS CLUBS

NEW ORLEANS, June 28.—New Orleans' famous Bourbon Street, nationally known as the mid-way of night clubs is slowly being draped in cloth by the newly created Louisiana Board of Control of Alcoholic Beverages. This new barrafée boulevard, the delight of visiting firemen, is now being targeted for the Chairman Thomas Schneidau, a former liquor dealer himself.

Schneidau recently ordered Lily Christine, Odessa, Jerry Russell, Hillary Dawn and others to add some four inches of fringe to their dresses and generally up their bodies with much more than these girls are accustomed to wearing.

The latest edicts are to have all waitresses wear especially designed uniforms, to bar women from working in places where liquor is sold and to stress the elimination of minors.

# BAND QUILTS Refuses to Back Comic

PHILADELPHIA, June 28.—For the first time in memory, a band went on strike against a comic: it refused to play for him and was backed in a matter of minutes by the American Federation of Musicians.

Gus Marks, comedy emcee, opened last week at Ciro's with the Ned Brill band behind him. The band was booked with a week off the stand claiming orders from Local 7A Wm were not to play for him. According to insiders the hassle began the previous week at Frank Palumbo's. Marks was on and, in part of his act, heckled the band. Band was Howard Reynolds. So in midweek of the week's hottest jokes the band played his exit music and Marks did a hurt. Musicians claimed that comic was on for 40 minutes and anyway it was time to get on. Marks claimed he had been on only 13 minutes.

Marks charged backlogs and got Reynolds a "push." Reynolds charged it was more a "push" than a "pull" and got in touch with Frank Liuzzi, president of AFM Local 71, who notified musicians not to play for him.

So Marks now does his act for two bazookas (not recognized as money) and a 35¢ maximum in honoring contracts of the comic and the band.

# CALIF. PROBES Status of Acts

HOLLYWOOD, June 28.—Possibility that acts may be classified as employees instead of independent contractors under California law is being investigated by the State Unemployment Relations Board.

The board, which is headed by regional director of AGVA here, has been contacted by State officials to actual provisions of working contract and various phases of the employer-act relationship. State in-estimators have hinted that they may subpoena AGVA's records here for more details, all come from the Midwest or the West Coast.

If California were to declare acts employees rather than independent contractors, it would be eligible for workmen's compensation coverage, which, in the State, includes medical coverage plus payment of 65 per cent of an act's salary for a 35¢ maximum benefit when bedded by injury, and also weekly benefits when not employed. They would also be eligible to obtain care in local, county or State health institutions, where now, as they are classified as transients, they are barred.

# UNENFORCED N. Y. BUSINESS STATUTE MAY BITE INDEPENDENT CONTRACTORS

• Continued from page 2

20 per cent of the net. All net income above that is subject to a 3 per cent bite. A name performer who comes to town for a month or so may net say \$100,000. He is permitted a deduction of \$5,000 which would leave him \$95,000. Then he takes off another \$5,000 which would leave him with \$75,000. On this \$75,000 he will be required to pay 3 per cent or \$2,250.

To avoid paying this tax, performers will have to declare themselves employees rather than go on as independent contractors. Artists working in cafes, theaters, fair, etc., are now predominantly classified as independent contractors. These working in radio, television, pictures and in night shows are usually carried as employees.

The City of New York, also in tax collection troubles, has a business tax law which says owners of businesses (and it classifies actors in that category unless they're employees) are subject to a two-tenths of 1 per cent tax on

all gross income above \$10,000 a year. So far the city has not made any effort to enforce it. Nevertheless, the law is on the books.

# VAN'S PLAN Would Reopen Vauders With Actors' Assist

NEW YORK, June 28.—A plan to reopen independent vaudeville houses, financially crushed by top performers was presented by Gus Van, president of the American Guild of Variety Artists recently in session in Los Angeles. A committee was formed to study the plan together with other plans proposed by the group.

Van, a past president of AGVA and now a member of its national board, said that he feels there are enough closed theaters around the country, with mortgages held by banks, which he feels they can vaude if a workable formula could be presented. Van's idea is to open a circuit with the help of local chambers of commerce, local merchants and the vaudeville stage or front of the house operations.

Unions, e.g., stagehands, musicians, etc., will be asked to co-operate in the plan. Van also pointed out requirements, chambers of commerce to assist thru subscriptions, and the plan to operate on a two-show-a-night basis (no matinees).

Performers would get 20 to 30 weeks' work depending on the number of houses that will open, but salaries would be limited to a top maybe \$500 a week.

Van, who is moving, said he would go to the States and get a bankroll. "I intend to talk to Bob Hope, to talk to the other big names and other people and get them to put up some dough. After all, they're investing in ball clubs and buy horses. Here's a chance to help out the business that gave them their start."

Van said he would put up \$25,000 and ask others to put up \$25,000 more. "So we have a big enough bankroll to start the show," he said. "If we don't want to come out for a week or so to help out, so much the better, but we can't let the plan go. It is to help the small performer and to bring back flesh in towns that are going to die." Van explained.

Van also said he discussed the plan with George Hamid about a year ago. "Hamid was so enthusiastic he was willing to put up \$10,000. But I don't have actors in the plan."

# BEST MAN IS FORGOTTEN MAN

NEW YORK, June 28.—Phil Foster who married Joan Featherstone (ex-Copa girl) Thursday (26), was so confused on invitations that he neglected to invite Harry Morton, who was to be his best man until the day of the wedding.

Morton, who is a huge, built-up call Thursday, disclosed that Morton was destined to the role of best man. He was to be at the Red Apple, a cafeteria on Route 17 that every night the bill was so high that, to flag Morton down and tell him to get back to town for the wedding, he was to be like a best man. Morton was to be at the ceremony, went off as scheduled.

**NEW YORK, June 28—**Paul Weston, Columbia's West Coast a.&r. chief, will expand his present tasks to take over planning and waxing of pop albums in Hollywood for the diskery. In addition to supervising all single pop waxings on the Coast, Weston will create and develop new albums. Columbia artists waxed by Weston in the Hollywood studios include Frankie Laine, Jo Stafford, Doris Day, Frank Sinatra and Harry James.







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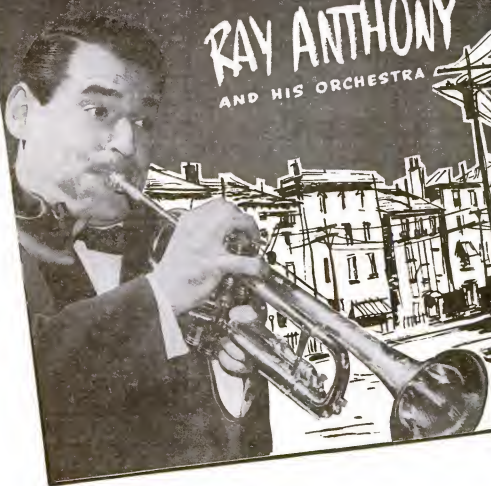
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# The Billboard



JULY 5, 1952

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## • Best Selling "Pops"

Based on Actual Capitol Sales Reports

Records listed below are those selling best in the retail record stores of the nation. List is based on weekly branch reports of sales to dealers in every market area. The three positions indicate the trend of sales for each record listed.

| POSITION | Weeks Last This Issue | Title                           | Artist                | Capitol    | Field Reports |
|----------|-----------------------|---------------------------------|-----------------------|------------|---------------|
| 3        | 2                     | 1. TAKE MY HEART                | A. Martino            | ASCAP      |               |
|          |                       | I Never Cared                   | Capitol 3110          | (45P-3110) | (RM)          |
| 4        | 1                     | 2. IN THE GOOD OLD SUMMERTIME   | L. Paul M. Ford       | ASCAP      |               |
|          |                       | Remixes                         | Capitol 3112          | (45P-3112) | (RM)          |
| 9        | 3                     | 3. CALIFORNIA                   | L. Paul M. Ford       | ASCAP      |               |
|          |                       | I'm Confessin'                  | Capitol 3086          | (45P-3086) | (ASCAP)       |
| 3        | 5                     | 4. FUNNY                        | H. Cole               | ASCAP      |               |
|          |                       | Without My Baby Rock Me         | Capitol 3119          | (45P-3119) | (ASCAP)       |
| 20       | 4                     | 5. WHEEL OF FORTUNE             | K. Starr              | ASCAP      |               |
|          |                       | I Wanna Love You                | Capitol 3104          | (45P-3104) | (ASCAP)       |
| 13       | 6                     | 6. I'LL WALK ALONE              | J. Froman             | ASCAP      |               |
|          |                       | With a Smile in My Heart        | Capitol 3084          | (45P-3084) | (ASCAP)       |
| 21       | 8                     | 7. THE BLACKSMITH RULES         | E. Mae Martin         | ASCAP      |               |
|          |                       | Love Me or Leave Me             | Capitol 3102          | (45P-3102) | (ASCAP)       |
| 10       | 7                     | 8. SOMEWHERE ALONG THE WAY      | H. Cole               | ASCAP      |               |
|          |                       | What Does It Take               | Capitol 3112          | (45P-3112) | (ASCAP)       |
| 8        | 9                     | 9. I WANTED A LITTLE TOO LONG   | K. Starr              | ASCAP      |               |
|          |                       | Oh, Me, He, He, He              | Capitol 3082          | (45P-3082) | (ASCAP)       |
| 6        | 10                    | 10. SCATTERBRAIN                | R. Anthony            | ASCAP      |               |
|          |                       | At Times Gone By                | Capitol 3101          | (45P-3101) | (ASCAP)       |
| 6        | 13                    | 11. FAREWELL (For Just Another) | H. O'Connell          | ASCAP      |               |
|          |                       | Star Eyes                       | Capitol 3090          | (45P-3090) | (ASCAP)       |
| —        | —                     | 12. CUCKOO WALTZ                | J. Shand              | ASCAP      |               |
|          |                       | By the Beautiful Sea            | Capitol 3104          | (45P-3104) | (ASCAP)       |
| —        | —                     | 13. I'M GONNA VOTE REPUBLICAN   | T. Yorgenson          | ASCAP      |               |
|          |                       | The Colors Were Faded           | Capitol 3112          | (45P-3112) | (RM)          |
| —        | —                     | 14. (The Angels Are Singing)    | J. Gayle              | ASCAP      |               |
|          |                       | GOD'S LITTLE CANDLES            | Capitol 3098          | (45P-3098) | (RM)          |
| —        | —                     | 15. THE FAR LARNS               | Voices of W. Schumann | ASCAP      |               |
|          |                       | Last Night                      | Capitol 3090          | (45P-3090) | (ASCAP)       |

## • Best Selling Popular Albums

Based on Actual Capitol Field Reports

| POSITION | Weeks Last This Issue | Title                               | Artist                       | Capitol | Field Reports |
|----------|-----------------------|-------------------------------------|------------------------------|---------|---------------|
| 12       | 1                     | 1. WITH A SONG IN MY HEART          | Jane Froman                  | Cap-308 |               |
| 6        | 2                     | 2. BIG BAND RASH                    | Billy May                    | Cap-320 |               |
| 2        | 10                    | 3. OXLEYLAND DETOUR                 | Pae Wee Hui                  | Cap-311 |               |
| 2        | 6                     | 4. A BAND IS BORN                   | Billy May                    | Cap-320 |               |
| 4        | 5                     | 5. BEN LIGHT'S JUKE BOX FAVORITES   | Ben Light                    | Cap-321 |               |
| 2        | 12                    | 6. ROBERTA                          | Gordon MacRae-Lucille Herman | Cap-321 |               |
| —        | —                     | 7. TODAY'S TOP HITS, VOLUME IV      | 7 Top Artists                | Cap-310 |               |
| 2        | 4                     | 8. CLASSICS IN JAZZ—COLEMAN HAWKINS | Coleman Hawkins              | Cap-32  |               |
| —        | —                     | 9. LEGEND OF THE SUN VIRGIN         | Tina Turner                  | Cap-321 |               |
| 4        | 7                     | 10. CLASSICS IN JAZZ—WOODY HERMAN   | Woody Herman                 | Cap-321 |               |
| —        | —                     | 11. GYPSY NIGHTS                    | Jascha Boloko                | Cap-311 |               |
| —        | —                     | 12. VOICE OF THE XTABAY             | Tina Turner                  | Cap-321 |               |

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|     |                                                     |              |            |  |
|-----|-----------------------------------------------------|--------------|------------|--|
| 1.  | HOPALONG CASSIDY AND THE STORY OF TOPPER            | Capitol 3110 | (45P-3110) |  |
| 2.  | TWEETY PIE                                          | Capitol 3074 | (45P-3074) |  |
| 3.  | I'M A LITTLE TEA POT AND THE TEDDY BEAR'S PICKNICK  | Capitol 3088 | (45P-3088) |  |
| 4.  | I TAUT I SAW A PUDDY TAT AND YOSEMITE SAM           | Capitol 3104 | (45P-3104) |  |
| 5.  | BOZO ON THE FARM                                    | Capitol 3078 | (45P-3078) |  |
| 6.  | HOPPY'S HAPPY BIRTHDAY                              | Capitol 3114 | (45P-3114) |  |
| 7.  | HOPALONG CASSIDY AND THE SINGING BANJO              | Capitol 3086 | (45P-3086) |  |
| 8.  | BOZO AT THE CIRCUS                                  | Capitol 3114 | (45P-3114) |  |
| 9.  | THREE ORPHAN KITTENS                                | Capitol 3086 | (45P-3086) |  |
| 10. | LITTLE TOOT                                         | Capitol 3104 | (45P-3104) |  |
| 11. | SPARKY AND THE TALKING TREE                         | Capitol 3118 | (45P-3118) |  |
| 12. | WOODY WOODPECKER AND HIS TALENT SHOW                | Capitol 3092 | (45P-3092) |  |
| 13. | I'M POPEYE THE SAILOR MAN AND THE LITTLE WHITE DUCK | Capitol 3106 | (45P-3106) |  |
| 14. | WOODY WOODPECKER'S PICKNICK                         | Capitol 3092 | (45P-3092) |  |
| 15. | WOODY WOODPECKER AND HIS TALENT SHOW                | Capitol 3092 | (45P-3092) |  |
| 16. | BUGS BUNNY SINGS                                    | Capitol 3078 | (45P-3078) |  |
| 17. | THREE LITTLE PIGS                                   | Capitol 3112 | (45P-3112) |  |
| 18. | TABLE MANNERS' BABY SNOOKS                          | Capitol 3112 | (45P-3112) |  |

## • Best Selling Country & Hillbilly Records

Based on Actual Capitol Sales Reports

Country and Hillbilly records are listed according to actual branch reports of sales to dealers. They report cover the top Country and Hillbilly markets of the nation.

|                                                                                              |  |  |  |  |  |
|----------------------------------------------------------------------------------------------|--|--|--|--|--|
| These reports cover the Top Country and Hillbilly records of the nation.                     |  |  |  |  |  |
| Weeks Last This<br>Issue                                                                     |  |  |  |  |  |
| 19 1. THE WILD SIDE OF LIFE . . . H. Thompson<br>Capitol 3112 (45P-3112) (RM)                |  |  |  |  |  |
| 9 2. WAITING IN THE LOBBY<br>OF YOUR HEART . . . H. Thompson<br>Capitol 3112 (45P-3112) (RM) |  |  |  |  |  |
| — 3. IF YOU WOULD ONLY BE<br>MINE . . . J. Wakely<br>Capitol 3082 (45P-3082) (RM)            |  |  |  |  |  |
| — 4. HARRY MAN . . . C. Slocum<br>Capitol 3112 (45P-3112) (RM)                               |  |  |  |  |  |
| 2 5. EVERYBODY'S GOT A GIRL<br>BUT ME . . . T. Ernie<br>Capitol 3082 (45P-3082) (ASCAP)      |  |  |  |  |  |
| 2 6. FOOLISH PRIDE . . . F. Young<br>Capitol 3112 (45P-3112) (RM)                            |  |  |  |  |  |
| 2 7. RUBBER BALL HEART . . . Randall's Friends<br>Capitol 3112 (45P-3112) (RM)               |  |  |  |  |  |
| 2 8. HILBILLY HEAVEN . . . W. Tuttle<br>Capitol 3091 (45P-3091) (ASCAP)                      |  |  |  |  |  |
| 2 9. I LOVE YOU 24 HOURS<br>A DAY . . . B. Strang<br>Capitol 3112 (45P-3112) (RM)            |  |  |  |  |  |
| 2 10. SATISFIED . . . M. Carson<br>Capitol 3090 (45P-3090) (ASCAP)                           |  |  |  |  |  |

## • Latest Releases No. 324

|                                           |               |        |
|-------------------------------------------|---------------|--------|
| SLAUGHTER ON TENTH AVENUE—PART I          | Ray Anthony   | 7-2085 |
| SLAUGHTER ON TENTH AVENUE—PART II         | Ray Anthony   | 7-2085 |
| AUF WIEDERSEH, SWEETHEART                 | Ray Anthony   | 7-2085 |
| PADAM... PADAM (How I Echoes in My Heart) | Las Baxter    | 21-43  |
| I'M MOVIN' ON                             | Joanna Gayle  | 21-44  |
| MR. FLY-BY-NIGHT                          | Joanna Gayle  | 21-44  |
| I'M GONNA WALK AND TALK WITH MY LORE      | Martha Carson | 21-45  |
| BEYOND THE SHADOW                         | Martha Carson | 21-45  |
| I WANT MY MAMA (Mama' You Owe)            | Ben Light     | 21-46  |
| GREEN EYES                                | Ben Light     | 21-46  |
| TAKE BACK YOUR HEART—POLKA                | Johnny Pecos  | 21-47  |
| SONDRA POLKA                              | Johnny Pecos  | 21-47  |
| GIVE IT BACK TO THE INDIANS               | Johnny Pecos  | 21-48  |
| THERE'S A TEAR IN MY BEER                 | Johnny Pecos  | 21-48  |

Record number shown in for 78 RPM—for 45 RPM add prefix "45"

## ALWAYS ON TOP!

Nat "King" COLE  
"MONA LISA"  
Then "TOO YOUNG"  
AND NOW—  
"SOMEWHERE ALONG THE WAY"



Orchestra conducted by Nelson Riddle

backed by "WHAT DOES IT TAKE"

Here is Nat "King" Cole at his sophisticated best. His intimate styling... his tender interpretation... his brilliant technique all demonstrates the inimitable "King" Cole touch that makes a hit of a song.



Record No. 2069

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Records Most Played by Disk Jockeys

Based on reports received June 25, 26 and 27

| POSITION |    |                                 | Weeks Last This to date/Week/Week                          |
|----------|----|---------------------------------|------------------------------------------------------------|
| 11       | 2  | 1. KISS OF FIRE                 | G. Gibbs<br>Mercury/791523; (45)592345-BMI                 |
| 7        | 1  | 2. HERE IN MY HEART             | A. Morlino<br>84517011; (45)41-101-BMI                     |
| 9        | 6  | 3. I'M YOURS                    | E. Fisher-H. Winterhalter<br>V78-120-4460; (45)47-6480-BMI |
| 10       | 3  | 4. DELICADO                     | P. Folish<br>Capitol/797700; (45)4-3970-ASCAP              |
| 3        | 9  | 5. AUF WIEDERSEHN SWEETHEART    | V. Lynn<br>London/713127; (45)45-1227-ASCAP                |
| 9        | 14 | 6. HALF AS MUCH                 | R. Clooney<br>Capitol/797730; (45)4-3970-BMI               |
| 7        | 16 | 7. WALKIN' MY BABY BACK HOME    | J. Roy<br>Capitol/701315; (45)4-10135-ASCAP                |
| 10       | 7  | 8. I'M YOURS                    | D. Cornell<br>Capitol/794010; (45)4-3970-BMI               |
| 5        | 4  | 9. LOVER                        | P. Lee-G. Jenkins<br>Capitol/702015; (45)4-3970-ASCAP      |
| 10       | 10 | 10. MAYBE                       | P. Como-E. Fisher<br>V78-120-4460; (45)47-6480-ASCAP       |
| 4        | 8  | 11. HERE IN MY HEART            | V. Morone<br>Mercury/797550; (45)592345-BMI                |
| 22       | 5  | 12. BLUE TANGO                  | L. Anderson<br>Capitol/727075; (45)4-3970-ASCAP            |
| 1        | -  | 13. WALKIN' MY BABY BACK HOME   | Not (King) Cole<br>Capitol/727075; (45)4-3970-ASCAP        |
| 2        | 11 | 14. AUF WIEDERSEHN SWEETHEART   | E. Howard<br>Mercury/797570; (45)592345-BMI                |
| 17       | 22 | 15. BLUE TANGO                  | H. Winterhalter<br>Capitol/727075; (45)4-3970-ASCAP        |
| 2        | 30 | 16. SMOKE RINGS                 | L. Paul-M. Ford<br>Capitol/727075; (45)4-3970-ASCAP        |
| 7        | 15 | 17. KISS OF FIRE                | T. Arden<br>Capitol/727075; (45)4-3970-ASCAP               |
| 16       | 13 | 18. GUY IS A GUY                | Doris Day-P. Weston<br>Capitol/727075; (45)4-3970-ASCAP    |
| 2        | 10 | 19. AS TIME GOES BY             | R. Anthony<br>Capitol/727075; (45)4-3970-ASCAP             |
| 3        | 24 | 20. BOTCH A ME                  | R. Clooney<br>Capitol/727075; (45)4-3970-ASCAP             |
| 15       | 12 | 21. I'LL WALK ALONE             | D. Cornell<br>Capitol/727075; (45)4-3970-ASCAP             |
| 5        | 26 | 22. SOMEWHERE ALONG THE WAY     | Not (King) Cole<br>Capitol/727075; (45)4-3970-ASCAP        |
| 2        | -  | 23. IN THE GOOD OLD SUMMER TIME | L. Paul-M. Ford<br>Capitol/727075; (45)4-3970-ASCAP        |
| 17       | 20 | 24. BLUE TANGO                  | L. Baxley<br>Capitol/727075; (45)4-3970-ASCAP              |
| 10       | 22 | 25. KISS OF FIRE                | T. Martin<br>Capitol/727075; (45)4-3970-ASCAP              |
| 1        | -  | 26. POINCIANA                   | S. Lawrence<br>Capitol/727075; (45)4-3970-ASCAP            |
| 3        | -  | 27. HERE IN MY HEART            | T. Bennett<br>Capitol/727075; (45)4-3970-ASCAP             |
| 3        | -  | 28. VANESSA                     | H. Winterhalter<br>Capitol/727075; (45)4-3970-ASCAP        |
| 3        | 19 | 29. WATERMELON WEATHER          | P. Como-E. Fisher<br>Capitol/727075; (45)4-3970-ASCAP      |
| 14       | 30 | 30. BE ANYTHING (BUT BE MINE)   | E. Howard<br>Capitol/727075; (45)4-3970-ASCAP              |
| 8        | 21 | 31. MY CONFESSION               | L. Paul-M. Ford<br>Capitol/727075; (45)4-3970-ASCAP        |
| 15       | 26 | 32. PITTSBURGH, PENNSYLVANIA    | G. Mitchell-M. Miller<br>Capitol/727075; (45)4-3970-ASCAP  |

## BOX OFFICE

By JOE MARTIN

### Premiere

Angai has a pop show called "Musical Promenade" on KFDK, Wichita Falls, Tex. A recent addition to that station's staff is Phil Harlow, son of Broadcast Music, Inc.'s Roy Harlow. Clarence Harman has added another two-hour show to his early morning schedule on WJMR, New Orleans. ... Not really a "premiere," but Harry Houdini's afternoon show on WJBR, New Orleans, has been increased to three full hours a day. Nigeria's been on the air there for 18 years. ... Joe Powers, NANA-Antagonist, Md., is now running an afternoon show from 1 p.m. to 5 p.m. across the board. ... Ari Weidman has joined WOLF, Syracuse, N.Y. ... Ray Golden, KSTN, Stockton, Calif., is now airing his "Saturday Night Disk Deal" from the Griffin Club. The show runs from 8 to 10:30 p.m. and has the club's combo doing live tunes during the show. Golden advances other jocks to try the same gimmick, but to make certain that the talent in the club is tops.

### Gimmix

Rev Dale, WCKY, Cincinnati, interviewed the Hilton Sisters. Simmes twins, on his regular show, lost the jacket when he asked "How come it was so hard for Daisy to get a marriage license?" And Violet answered, "They were afraid the judge would get too much of a bargain." Dale also interviewed the cast of the "Hollywood Revue of 1928" and the scoundrel Charles Tobias and Peter Da Rose. ... The same station's Dale and Leo Underhill did a one-hour stint on Government Square for the Cerebral Palsy Fund but were stopped by the police when traffic was blocked. ... Sherman Oaks claim to have had the world's youngest announcer on his WJBC, Bloomington, Ill., show in which he was born on May 21.

### Chatter

Fred Vinson has been promoted to program director of WIST, Charlotte, N. C., but is keeping his disc show on WIST. ... A guested with Bill Baugh on KOLQ, Reno, Nev. ... W.K.A.L. Reno, N.Y., reports that all disk companies except Capitol have been great in sending thru new disks. ... Fred Lewis, WJNO, West Palm Beach, Fla., thinks it's about time that Percy Faith achieved real commercial success via his "Delicado" disk. ... Gil Henry, KING, Seattle, kicked off the Mutual network's series of guest shots on July 7. ... Bob E. Lloyd, WHTT, Hartford, Conn., reports that his nightly jazz show, started on the station last January, is now coming out of the station. ... We're blushing over the nice things said about The Billboard by Bill Evans, a high school senior who's spinning disks for WTL, Gonzales, Tex. ... (Confession) Lauren, WJCM, Milwaukee, missed the grocers' parade in that town. ... Jay Michaels switched from WFIT to WCAE in Pittsburgh. ... Allan Sands, radio-TV comedy writer, is now syndicating a weekly comedy and gag bulletin for dealers. ... Ideas started when Sands was traveling with the Johnny Olson network show and got requests from jocks for the service. ... Memphis, is back from a West Coast vacation. ... Jimmy Young, formerly with KFTT, Houston, is back at his alma mater station, WHHM, Memphis. ... Harry O'Connor has resigned from WBOG, New Orleans, and heading back home to Austin, Tex. ... Mary Lou White, formerly at KLSB, Houston, is set to start a new show in September in Galveston, Tex. ... Charles Gray, KRM, Oklahoma City, has left WBR, Kansas City, Mo. ... Kay Wright, organist at WCKY, Oklahoma City, is also doing a jazz show. ... Harry Gunthorp, station, has taken on a late evening stint.

## Best Selling Sheet Music

Based on reports received June 25, 26 and 27

| POSITION |    |                                   | Weeks Last This to date/Week/Week |
|----------|----|-----------------------------------|-----------------------------------|
| 1        | 1  | 1. KISS OF FIRE (R)               | Duchess                           |
| 16       | 2  | 2. BLUE TANGO (R)                 | Mills                             |
| 8        | 3  | 3. I'M YOURS (R)                  | Algonquin                         |
| 6        | 4  | 4. HERE IN MY HEART (R)           | Mallin                            |
| 11       | 5  | 5. I'LL WALK ALONE (R) (F)        | Moyford                           |
| 5        | 7  | 6. DELICADO (R)                   | Remick                            |
| 11       | 6  | 7. BE ANYTHING (BUT BE MINE) (R)  | Shapiro-Bernstein                 |
| 15       | 8  | 8. GUY IS A GUY (R)               | Ludlow                            |
| 2        | 15 | 9. WALKIN' MY BABY BACK HOME (R)  | Duffy, Brown & Henderson          |
| 1        | -  | 10. AUF WIEDERSEHN SWEETHEART (R) | Hill & Ronge                      |
| 16       | 9  | 11. BLACKSMITH BLUES (R)          | Hill & Ronge                      |
| 3        | 11 | 12. HALF AS MUCH (R)              | Accuff-Rose                       |
| 15       | 14 | 13. PITTSBURGH, PENNSYLVANIA (R)  | Oxford                            |
| 12       | 14 | 14. FORGIVE ME (R)                | Advanced                          |
| 4        | -  | 15. YOU'LL NEVER WALK ALONE (R)   | Williamson                        |

## Songs With Greatest Radio Audiences (ACI)

| POSITION |    |                                   | Weeks Last This to date/Week/Week |
|----------|----|-----------------------------------|-----------------------------------|
| 1        | 1  | 1. KISS OF FIRE (R)               | Duchess                           |
| 2        | 2  | 2. BLUE TANGO (R)                 | Mills                             |
| 3        | 3  | 3. I'M YOURS (R)                  | Algonquin                         |
| 4        | 4  | 4. HERE IN MY HEART (R)           | Mallin                            |
| 5        | 5  | 5. I'LL WALK ALONE (R) (F)        | Moyford                           |
| 6        | 6  | 6. DELICADO (R)                   | Remick                            |
| 7        | 7  | 7. BE ANYTHING (BUT BE MINE) (R)  | Shapiro-Bernstein                 |
| 8        | 8  | 8. GUY IS A GUY (R)               | Ludlow                            |
| 9        | 9  | 9. WALKIN' MY BABY BACK HOME (R)  | Duffy, Brown & Henderson          |
| 10       | 10 | 10. AUF WIEDERSEHN SWEETHEART (R) | Hill & Ronge                      |
| 11       | 11 | 11. BLACKSMITH BLUES (R)          | Hill & Ronge                      |
| 12       | 12 | 12. HALF AS MUCH (R)              | Accuff-Rose                       |
| 13       | 13 | 13. PITTSBURGH, PENNSYLVANIA (R)  | Oxford                            |
| 14       | 14 | 14. FORGIVE ME (R)                | Advanced                          |
| 15       | 15 | 15. YOU'LL NEVER WALK ALONE (R)   | Williamson                        |

### Top Ten in Television

| POSITION |    |                                   | Weeks Last This to date/Week/Week |
|----------|----|-----------------------------------|-----------------------------------|
| 1        | 1  | 1. KISS OF FIRE (R)               | Duchess                           |
| 2        | 2  | 2. BLUE TANGO (R)                 | Mills                             |
| 3        | 3  | 3. I'M YOURS (R)                  | Algonquin                         |
| 4        | 4  | 4. HERE IN MY HEART (R)           | Mallin                            |
| 5        | 5  | 5. I'LL WALK ALONE (R) (F)        | Moyford                           |
| 6        | 6  | 6. DELICADO (R)                   | Remick                            |
| 7        | 7  | 7. BE ANYTHING (BUT BE MINE) (R)  | Shapiro-Bernstein                 |
| 8        | 8  | 8. GUY IS A GUY (R)               | Ludlow                            |
| 9        | 9  | 9. WALKIN' MY BABY BACK HOME (R)  | Duffy, Brown & Henderson          |
| 10       | 10 | 10. AUF WIEDERSEHN SWEETHEART (R) | Hill & Ronge                      |

## England's Top Twenty

| POSITION |    |                                   | Weeks Last This to date/Week/Week |
|----------|----|-----------------------------------|-----------------------------------|
| 1        | 1  | 1. KISS OF FIRE (R)               | Duchess                           |
| 2        | 2  | 2. BLUE TANGO (R)                 | Mills                             |
| 3        | 3  | 3. I'M YOURS (R)                  | Algonquin                         |
| 4        | 4  | 4. HERE IN MY HEART (R)           | Mallin                            |
| 5        | 5  | 5. I'LL WALK ALONE (R) (F)        | Moyford                           |
| 6        | 6  | 6. DELICADO (R)                   | Remick                            |
| 7        | 7  | 7. BE ANYTHING (BUT BE MINE) (R)  | Shapiro-Bernstein                 |
| 8        | 8  | 8. GUY IS A GUY (R)               | Ludlow                            |
| 9        | 9  | 9. WALKIN' MY BABY BACK HOME (R)  | Duffy, Brown & Henderson          |
| 10       | 10 | 10. AUF WIEDERSEHN SWEETHEART (R) | Hill & Ronge                      |
| 11       | 11 | 11. BLACKSMITH BLUES (R)          | Hill & Ronge                      |
| 12       | 12 | 12. HALF AS MUCH (R)              | Accuff-Rose                       |
| 13       | 13 | 13. PITTSBURGH, PENNSYLVANIA (R)  | Oxford                            |
| 14       | 14 | 14. FORGIVE ME (R)                | Advanced                          |
| 15       | 15 | 15. YOU'LL NEVER WALK ALONE (R)   | Williamson                        |





**SOLO FLIGHT**  
 Controls for Two • Dancing  
 in the Dark • If Doves Were  
 a Thing • Willow We • Here  
 Chopin Impressions • Here  
 Come You Go • Me Like You  
 Do • Love Me or Leave Me  
 • With Every Breath I Take  
**ERROLL GARNER**  
 "Lp" CL 6209 • 45  
 Set B-303

# this week on COLUMBIA

**COLUMBIA'S No. 1**

**ROSEMARY  
 CLOONEY**  
**Boch-a-Me**  
**On the First**  
**Warm Day**

78 rpm 39767 • 45 rpm  
 4-39767



four explosive  
 new hits!



**JOHNNIE RAY**  
**All of Me**  
**A Sinner I Am**

39788, 4-39788

**ARTHUR GODFREY**  
**I Love Girls**  
**Honey**

39792, 4-39792



**SARAH VAUGHAN**  
**Street of Dreams**  
**Time to Go**

39789, 4-39789

**PERCY FAITH**  
**Jamaican**  
**Rhumba**  
**Da-Du**

39790, 4-39790



**KEN GRIFFIN**  
**LOVE ME, LOVE ME,**  
**LOVE ME**  
**MISTAKES**  
 39785, 4-39785

**THE MARINERS**  
**THE GIRLS ARE**  
**MARCHING**  
**MIGHTY NAVY WINGS**  
 39791, 4-39791

**LOUIS ARMSTRONG**  
**I'M CONFESSIN'**  
**IF I COULD BE**  
**WITH YOU**  
 Okeh 6882, 4-6882

**COUNT BASIE**  
**JUMP THE BLUES**  
**AWAY**  
**WIGGLE WOOGIE**  
 Okeh 6895, 4-6895

## OTHER NEW RELEASES

**VIN BRUCE**  
**SWEET LOVE**  
**I TRUSTED YOU**  
 20973, 4-20973

**BESSIE SMITH**  
**GIMME A PIGFOOT**  
**TAKE ME FOR A**  
**BUGGY RIDE**  
 Okeh 6893, 4-6893

**NEAL HURRIS**  
**MY HEART NEEDS**  
**YOUR HEART**  
**I BROKE A HEART**  
 20972, 4-20972

**JIMMIE LUNCEFORD**  
**IT'S TIME TO JUMP**  
**AND SHOUT**  
**CHETIN' ON ME**  
 Okeh 6894, 4-6894

**THE CARTER SISTERS**  
**AND MOTHER MAYBELLE**  
**SUN'S GONNA SHINE**  
**IN MY BACK DOOR**  
**I NEVER WILL MARRY**  
 20974, 4-20974

**CAR CALLOWAY**  
**WILLOW, WEEP FOR ME**  
**AT THE CLAM-BAKE**  
**CARNIVAL**  
 Okeh 6896, 4-6896

## your check list—COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending June 26

**JOHNNIE RAY**  
**Walkin' My Baby**  
**Back Home**  
**Give Me Time**  
 39750, 4-39750  
**ROSEMARY CLOONEY**  
**Half As Much**  
**Poor Whip-Poor-Will**  
 39710, 4-39710  
**PERCY FAITH**  
**Delicado**  
**Festival**  
 39708, 4-39708

**FRANKIE LAINE**  
**High Noon**  
**Rock of Gibraltar**  
 39770, 4-39770  
**GUY MITCHELL**  
**Pittsburgh, Pennsylvania**  
**The Doll With a**  
**Sawdust Heart**  
 39663, 4-39663  
**DORIS DAY**  
**A Guy Is a Guy**  
**Who, Who, Who**  
 39673, 4-39673

**LEFTY FRIZZELL**  
**It's Just You**  
**If You Can Spare the Time**  
 20950, 4-20950  
**GEORGE MORGAN**  
**Almost**  
**You're a Little Doll**  
 20906, 4-20906  
**CARL SMITH**  
**It's a Lovely, Lovely**  
**World**  
**Are You Teasing Me?**  
 20922, 4-20922

**TONY BENNETT**  
**Have a Good Time**  
**Please, My Love**  
 39764, 4-39764  
**RAY PRICE**  
**I Know I'll Never Win**  
**Your Love Again**  
**The Road of No Return**  
 20963, 4-20963  
**TONI ARDEN**  
**Take My Heart**  
**Tell Your Tale,**  
**Nightingale**  
 39768, 4-39768

# COLUMBIA RECORDS

for music that sends them ... to you!

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio & TV Show Charts (Radio Section).

## • Best Selling Pop Singles

... Based on reports received June 25, 26 and 27

Records listed are those selling best in the nation's retail record stores. C&B is based upon The Billboard's weekly survey among the 3,000 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed according to greatest sales. The "X" after each record is also listed.

POSITION  
Weeks Last  
To date  
Week

|    |    |                                 |                           |       |             |                  |
|----|----|---------------------------------|---------------------------|-------|-------------|------------------|
| 11 | 2  | 1. DELICADO                     | P. Foish-S. Freeman       | Decca | Decca 75700 | (45-19708)-ASCAP |
| 8  | 1  | 2. HERE IN MY HEART             | A. Martino                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 3  | 5  | 3. AUF WIEDERSEHN SWEETHEART    | V. Lynn                   | Decca | Decca 75700 | (45-19708)-ASCAP |
| 12 | 4  | 4. KISS OF FIRE                 | G. Gibbs                  | Decca | Decca 75700 | (45-19708)-ASCAP |
| 6  | 3  | 5. BLUE TANGO                   | L. Anderson               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 10 | 6  | 6. I'M YOURS                    | E. Fisher-H. Winterhalter | Decca | Decca 75700 | (45-19708)-ASCAP |
| 5  | 12 | 7. HALF AS MUCH                 | R. Clooney                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 6  | 8  | 8. WALKIN' MY BABY BACK HOME    | J. Roy                    | Decca | Decca 75700 | (45-19708)-ASCAP |
| 7  | 9  | 9. KISS OF FIRE                 | T. Morin                  | Decca | Decca 75700 | (45-19708)-ASCAP |
| 10 | 10 | 10. MAYBE                       | P. Camo-E. Fisher         | Decca | Decca 75700 | (45-19708)-ASCAP |
| 11 | 11 | 11. I'M YOURS                   | D. Cornell                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 16 | 12 | 12. BOTA A ME                   | R. Clooney                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 5  | 13 | 13. LOVER                       | P. Lee-G. Jenkins         | Decca | Decca 75700 | (45-19708)-ASCAP |
| 9  | 14 | 14. I'LL WALK ALONE             | J. Froman                 | Decca | Decca 75700 | (45-19708)-ASCAP |
| 16 | 15 | 15. I'LL WALK ALONE             | D. Cornell                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 16 | 16 | 16. GUY IS GUY                  | Doris Day-P. Weston       | Decca | Decca 75700 | (45-19708)-ASCAP |
| 16 | 17 | 17. FORGIVE ME                  | E. Fisher-H. Winterhalter | Decca | Decca 75700 | (45-19708)-ASCAP |
| 7  | 18 | 18. CAJOLE                      | R. Paul                   | Decca | Decca 75700 | (45-19708)-ASCAP |
| 11 | 19 | 19. KISS OF FIRE                | B. Eckstein               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 27 | 20 | 20. HERE IN MY HEART            | T. Bennett                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 21 | 21 | 21. WHEEL OF FORTUNE            | K. Starr                  | Decca | Decca 75700 | (45-19708)-ASCAP |
| 2  | 22 | 22. TAKE MY HEART               | A. Martino                | Decca | Decca 75700 | (45-19708)-ASCAP |
| 4  | 23 | 23. SOMEWHERE ALONG THE WAY     | Not (Kino) Cole           | Decca | Decca 75700 | (45-19708)-ASCAP |
| 17 | 24 | 24. BLUE TANGO                  | H. Winterhalter           | Decca | Decca 75700 | (45-19708)-ASCAP |
| 25 | 25 | 25. BE ANYTHING (BUT BE MINE)   | E. Howard                 | Decca | Decca 75700 | (45-19708)-ASCAP |
| 1  | 26 | 26. SMOKE RINGS                 | L. Paul-M. Ford           | Decca | Decca 75700 | (45-19708)-ASCAP |
| 17 | 27 | 27. PENNSYLVANIA                | G. Mitchell-M. Miller     | Decca | Decca 75700 | (45-19708)-ASCAP |
| 20 | 28 | 28. IN THE GOOD OLD SUMMER TIME | L. Paul-M. Ford           | Decca | Decca 75700 | (45-19708)-ASCAP |
| 1  | 29 | 29. AUF WIEDERSEHN SWEETHEART   | E. Howard                 | Decca | Decca 75700 | (45-19708)-ASCAP |
| 1  | 30 | 30. WALKIN' MY BABY BACK HOME   | Not (Kino) Cole           | Decca | Decca 75700 | (45-19708)-ASCAP |

## • Best Selling Classical Albums

LAST WEEK

|   |   |                                                                                                                                                                                                 |
|---|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | 1 | 1. Puccini: La Bohème; L. Albanini, J. Penco, A. Toscanini, conductor. V 1651 WGM-405                                                                                                           |
| 2 | 2 | 2. Puccini: Tosca; Complete Opera; B. Armande, M. Crivola, G. Centi, E. D'Ovchi, L. Galli, A. Mancini, M. Mazzanti, G. Tosti, R. Rossi, R. Rossi, R. Rossi, conductor. V 1651 WGM-405           |
| 3 | 3 | 3. Verdi: La Traviata (Complete); L. Albanini, G. Chianelli, P. Donati, J. Davis, R. Mancini, J. Mancini, J. Penco, M. Sestini, NCM Symphony Orchestra, A. Toscanini, conductor. V 1651 WGM-405 |
| 4 | 4 | 4. Mussorgsky: Pictures at the Exhibition; Chicago Symphony Orchestra, R. Kautsk, conductor. Mercury 1231 V 1651 WGM-405                                                                        |
| 5 | 5 | 5. Debussy: La Mer; NCM Symphony Orchestra, A. Toscanini, conductor. V 1651 WGM-405                                                                                                             |

## Best Selling 45 R.P.M.

LAST WEEK

|   |   |                                                                                                   |
|---|---|---------------------------------------------------------------------------------------------------|
| 1 | 1 | 1. Remick: William Tell Overture; NBC Symphony Orchestra, A. Toscanini, conductor. V 1651 WGM-405 |
| 2 | 2 | 2. Remick: Scherzando; NBC Symphony Orchestra, P. Montano, conductor. V 1651 WGM-405              |
| 3 | 3 | 3. Tichauer: Suite for Piano; NBC Symphony Orchestra, V 1651 WGM-405                              |
| 4 | 4 | 4. Tichauer: Suite for Piano; NBC Symphony Orchestra, V 1651 WGM-405                              |
| 5 | 5 | 5. Rachmaninoff: Concerto for Piano No. 2; NBC Symphony Orchestra, V 1651 WGM-405                 |

## DEALER DOINGS

By S. HOROWITZ

### Returns

The perennial problem of returns privileges is one close to the hearts of all dealers. But while most do little more than let their bills slide, we are in receipt this week of a letter from Herbert Gray, of the Music House, Hudson, N.J., who has invested no little thought in the problem and come up with an answer worth considering. Claiming that the problem has become more acute since the advent of the two speeds, Gray proposes the following remedy: "Allow the dealer a 10 per cent exchange in addition to the 5 per cent return. Restrict the dealer to exchanges in the same numerical category." How this would work out in practice is then taken up by Gray. "If I have five Capitol records, 10, 1010," he explains, "we allow me to swap them for any other disk in the 1000 series. The same procedure would hold true for records in the other series. In most cases the distributor will be glad to accept such exchanging the records sent in by one dealer for those sent in by others. This would permit all dealers to carry a wider selection, thus serving the public better. Gray, who has been to hear diskery and dealer comment on his plan, also informed that he is presently being admitted to the American Society of Composers, Authors and Publishers as a dealer. "He's looking forward to the day when he'll be able to sell recordings of his own artists over his own store counter."

### Selling Aids

Somerset Record Shop, of Somerset, Mass., would like some co-operation from dealers. "We have a card catalog of song titles when they are played over the air. 'If disk people would repeat it and artists' after the spin 'it would be a great help.' H. B. Riggin, of Paul E. Watson & Company, Salisbury, Md., has been using a merchandising gimmick for about four years which has paid off well for the outlet. "We list our new records on four different cards (10 by 2 1/2 inches) headed Blues, Spirituals, Pops and Westerns. We place the cards out front, and customers come in every week and buy from these lists." Willard W. Carnes, of Carnes Music, Pocatello, Idaho, has found "the RCA Victor Records Cruise Control" a springer in stimulating sales that he did not know existed during April, May and June. "It makes customers like the 101 items so well that it is not uncommon for many repeat sales after they have time to study the lists." Ferguson's Record Shop, of St. Louis, Mo., knows why all diskeries can't put "the album title across the front of all LP's. We've just put up a 20-foot wall display of LP's, using the new Columbia 12-inch size records, and it looks beautiful. But so few of the LP's can be identified from a one-third inch front store that we have the space to lose. Full front displays make them more saleable with less handling."

### News & Views

Pace Music, of Saginaw, Mich., reacts to stories that Columbia is starting to release 45's with optional centers with the comment, "What's with the 45's? We've had them for years. We don't want to move more than we sell ourselves." Richards Music, of St. Louis, Mo., writes that six cheaters for Mercury who now has notified dealers they will share shipping charges with us. Every little bit certainly helps."

## • Best Selling Children's Records

... Based on reports received June 25, 26 and 27

Records listed are those records selling best in the nation's retail record stores (children's), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION  
Weeks Last  
To date  
Week

|     |    |                                                                   |       |             |                  |
|-----|----|-------------------------------------------------------------------|-------|-------------|------------------|
| 42  | 1  | 1. SHOW WHITE AND THE SEVEN DWARFS (Two Records)                  | Decca | Decca 75700 | (45-19708)-ASCAP |
| 125 | 2  | 2. CHISELPALE (Two Records)                                       | Decca | Decca 75700 | (45-19708)-ASCAP |
| 50  | 3  | 3. LOVE RANGER, VOL. 1 (One Becomes the Love Ranger) (One Record) | Decca | Decca 75700 | (45-19708)-ASCAP |
| 50  | 4  | 4. TWENTY FIVE (One Record)                                       | Decca | Decca 75700 | (45-19708)-ASCAP |
| 50  | 5  | 5. PETER AND THE FARM (Two Records)                               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 50  | 6  | 6. PETER AND THE FARM (Two Records)                               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 50  | 7  | 7. LITTLE ENGINE THAT COULD (Two Records)                         | Decca | Decca 75700 | (45-19708)-ASCAP |
| 37  | 8  | 8. HUCKLEBERRY (One Record)                                       | Decca | Decca 75700 | (45-19708)-ASCAP |
| 13  | 9  | 9. TEDDY BEAR'S PICNIC (One Record)                               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 61  | 10 | 10. BOB AND THE BIRDS (Two Records)                               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 15  | 11 | 11. ALICE IN WONDERLAND (One Record)                              | Decca | Decca 75700 | (45-19708)-ASCAP |
| 17  | 12 | 12. IT'S SOMEBODY DANCE (One Record)                              | Decca | Decca 75700 | (45-19708)-ASCAP |
| 73  | 13 | 13. BOB AND THE BIRDS (Two Records)                               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 170 | 14 | 14. LITTLE TOOT (One Record)                                      | Decca | Decca 75700 | (45-19708)-ASCAP |
| 40  | 15 | 15. AMERICAN (One Record)                                         | Decca | Decca 75700 | (45-19708)-ASCAP |
| 49  | 16 | 16. TWENTY'S PUDDY TAT TWIGGLE (Two Records)                      | Decca | Decca 75700 | (45-19708)-ASCAP |
| 49  | 17 | 17. BOB AND THE BIRDS (Two Records)                               | Decca | Decca 75700 | (45-19708)-ASCAP |
| 49  | 18 | 18. HONEY DOTS' D'S ALL, DOTS (One Record)                        | Decca | Decca 75700 | (45-19708)-ASCAP |

## • Best Selling Pop Albums

... Based on reports received June 25, 26 and 27

Most all labels are not issued on all albums it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate unit systems make it most impossible for the publisher to have an accurate picture of the actual distribution of its albums. Therefore, The Billboard is no longer attempting to show comparative sales volume between labels, but only the top 10 albums.

LAST WEEK  
This Week

|    |    |                               |         |                  |          |
|----|----|-------------------------------|---------|------------------|----------|
| 1  | 1  | 1. WITH A SONG IN MY HEART    | Capitol | Capitol 1000-300 | (33)-100 |
| 2  | 2  | 2. SINGIN' IN THE RAIN        | Capitol | Capitol 1000-300 | (33)-113 |
| 3  | 3  | 3. BIG BANG BAND              | Capitol | Capitol 1000-300 | (33)-129 |
| 4  | 4  | 4. JOHNNIE RAY                | Capitol | Capitol 1000-300 | (33)-129 |
| 5  | 5  | 5. AMERICAN (Four Records)    | Capitol | Capitol 1000-300 | (33)-129 |
| 6  | 6  | 6. KATIE & GARY'S J. Green    | Capitol | Capitol 1000-300 | (33)-129 |
| 7  | 7  | 7. FINGER SINGS               | Capitol | Capitol 1000-300 | (33)-129 |
| 8  | 8  | 8. TOP TOPS                   | Capitol | Capitol 1000-300 | (33)-129 |
| 9  | 9  | 9. DANCE TO THE TOP TOPS      | Capitol | Capitol 1000-300 | (33)-129 |
| 10 | 10 | 10. SHOW BOAT                 | Capitol | Capitol 1000-300 | (33)-129 |
| 11 | 11 | 11. FORTY EIGHT & CRYSTAL     | Capitol | Capitol 1000-300 | (33)-129 |
| 12 | 12 | 12. I'LL SET YOU IN MY DREAMS | Capitol | Capitol 1000-300 | (33)-129 |

## Best Selling 45 R.P.M.

LAST WEEK

|    |    |                                           |         |                  |          |
|----|----|-------------------------------------------|---------|------------------|----------|
| 1  | 1  | 1. WITH A SONG IN MY HEART (Four Records) | Capitol | Capitol 1000-300 | (45)-100 |
| 2  | 2  | 2. SINGIN' IN THE RAIN (Four Records)     | Capitol | Capitol 1000-300 | (45)-113 |
| 3  | 3  | 3. BIG BANG BAND (Three Records)          | Capitol | Capitol 1000-300 | (45)-129 |
| 4  | 4  | 4. JOHNNIE RAY (One Record)               | Capitol | Capitol 1000-300 | (45)-129 |
| 5  | 5  | 5. AMERICAN (Four Records)                | Capitol | Capitol 1000-300 | (45)-129 |
| 6  | 6  | 6. KATIE & GARY'S J. Green                | Capitol | Capitol 1000-300 | (45)-129 |
| 7  | 7  | 7. FINGER SINGS (Four Records)            | Capitol | Capitol 1000-300 | (45)-129 |
| 8  | 8  | 8. AMERICAN IN PARIS (Four Records)       | Capitol | Capitol 1000-300 | (45)-129 |
| 9  | 9  | 9. TOP TOPS (Four Records)                | Capitol | Capitol 1000-300 | (45)-129 |
| 10 | 10 | 10. DANCE TO THE TOP TOPS (Four Records)  | Capitol | Capitol 1000-300 | (45)-129 |
| 11 | 11 | 11. SHOW BOAT (Four Records)              | Capitol | Capitol 1000-300 | (45)-129 |
| 12 | 12 | 12. FORTY EIGHT & CRYSTAL (Four Records)  | Capitol | Capitol 1000-300 | (45)-129 |

## • Classical Reviews

ALBUM — Country & Western & Big Band  
COUNTRY CLASSICS—Edith Piaf  
V 1331 LUM-325

83

This is yet one of the many recently issued records of Country Classics, and it features Edith Piaf singing eight of her most famous hits. Titles include "Bamboula," "Toujours," "Les Amants," "Les Amants," "Les Amants," "Les Amants," "Les Amants," "Les Amants." The album is a collection of Piaf's most popular songs, and it is a must for any collection of her records.

84

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

85

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

86

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

87

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

88

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

89

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

90

SHOSTAKOVICH: THE MIDDLE AGES. This is a collection of Shostakovich's most popular works, and it is a must for any collection of his records. The album is a collection of Shostakovich's most popular works, and it is a must for any collection of his records.

# STOCK UP ON THIS ONE

## "WISH YOU WERE HERE"

(The Title Song from the Hit Broadway Musical)

## "THE HAND OF FATE"

RCA VICTOR 20-4830-47-4830

EDDIE FISHER

This week's

### New Releases

... ON RCA Victor

Patrons 52 37

Ships Coast to Coast, July 4

#### POPULAR

##### HENRI REHE AND HIS ORCHESTRA

Mr. Bye Bye

Musical Moods 20-4793-(47-4793)\*

##### EDDIE FISHER WITH HUGO WINTERHALTER

AND HIS ORCHESTRA

Wish You Were Here

The Hand of Fate 20-4830-(47-4830)\*

##### TONY MARTIN WITH HENRI REHE AND HIS ORCH.

Some Day

Luna Rossa 20-4830-(47-4830)\*

##### LAWRENCE DUCHOWN AND HIS RED RAVEN ORCH.

Tell Me Something-What's

Got Me-What's Got Me 20-4831-(47-4831)\*

#### COUNTRY — WESTERN

##### KEN MARVIN

When I Was Loving You

The Rocky Top Melody 20-4830-(47-4830)\*

##### BILLY McGUIRE

Sugar-Bugger

I'll Copyright My Baby 20-4831-(47-4831)\*

##### SONS OF THE PIONEERS

Outlaws

I Miss You 20-4831-(47-4831)\*

#### RHYTHM-BLUES

##### THE FOUR TONES

Who Did You Do This to Me?

There Don't Standalone 20-4830-(47-4830)\*

##### JACKIE DAVIS TRIO

Comin'

Here We, Baby 20-4831-(47-4831)\*

\*45 rpm vol. 100.

### Going Strong...

indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- ⑤ Maybe/Watermelon Weather  
Perry Como and Eddie Fisher ..... 20-4744-(47-4744)\*
- ⑤ Lady's Man/Married by the Bible, Divorced by the Law  
Hank Snow ..... 20-4753-(47-4753)\*
- ⑤ I'm Yours/Just a Little Lovin'  
Eddie Fisher ..... 20-4680-(47-4680)\*
- ⑤ Slow Poison/Heart Trouble  
Johnnie & Jack ..... 20-4765-(47-4765)\*
- ⑤ Vanessa/Somewhere Along the Way  
Hugo Winterhalter ..... 20-4691-(47-4691)\*
- ⑤ That's the Chance You Take/Forgive Me  
Eddie Fisher ..... 20-4574-(47-4574)\*
- ⑤ I Remember When  
Eddie Fisher ..... 20-4618-(47-4618)\*
- ⑤ Anytime  
Eddie Fisher ..... 20-4359-(47-4359)\*
- ⑤ Kiss of Fire  
Tony Martin ..... 20-4671-(47-4671)\*
- ⑤ Blue Tango  
Hugo Winterhalter ..... 20-4518-(47-4518)\*
- ⑤ Strange Sensation/So Gladly in Love  
June Valli ..... 20-4759-(47-4759)\*
- ⑤ Looped  
Melvin Smith ..... 20-4735-(47-4735)\*
- ⑤ From the Time You Say Goodbye/West of the Mountains  
Dinah Shore ..... 20-4768-(47-4768)\*
- ⑤ A Full Time Job/Shepherd of My Heart  
Eddy Arnold ..... 20-4787-(47-4787)\*
- ⑤ Night Train  
Buddy Morrow ..... 20-4693-(47-4693)\*

### Coming Up...

#### ★ STRANGE SENSATION

June Valli ..... 20-4759-(47-4759)\*  
The Retailers Pick, Billboard, June 28th issue.

#### ★ I LAUGHED AT LOVE

Dinah Shore ..... 20-4768-(47-4768)\*  
The Billboard Pick, June 28th issue.

#### ★ VANESSA

Hugo Winterhalter and His Orchestra ..... 20-4691-(47-4691)\*

TIPS

SOMEDAY  
LUNA ROSSA

Tony Martin

20-4836-(47-4836)

### THIS WEEK'S MAILBAG

#### LATEST FLASH ON THE SPLASH

Eddie Fisher's new recording is the title tune from the Broadway musical, WISH YOU WERE HERE. This is the show which got a lot of special publicity because it features a swimming pool built right into the stage. The show is about a group of young people in a summer resort, and what is a summer resort without a swimming pool?

RCA Victor will have the original cast album of WISH YOU WERE HERE ready for your listening pleasure very shortly. But right now you can hear a preview of the title song by getting the Eddie Fisher recording of WISH YOU WERE HERE.

The RCA Victor original cast album of WISH YOU WERE HERE still bring you practically everything in the Broadway production with the exception of the aforementioned swimming pool. We had, originally planned to obtain a completely realistic effect by recording the show under water, but we ran into a little trouble with the acoustics. The final recorded version, made with dry microphones and a slightly damp cast of singers, is a cool musical treat that you will enjoy.

With all this talk of WISH YOU WERE HERE, though, we want to be certain not to overlook the flipside of the Eddie Fisher recording of WISH YOU WERE HERE. The tune is called THE HAND OF FATE, and Eddie gives a dramatic rendition of this number which demonstrates why he is generally regarded as the best of the younger crop of crooners.

We think THE HAND OF FATE will get firm grip on the top seller lists. Why not give it a listen?

P.S. Don't forget to be on the lookout for the RCA Victor original cast album of WISH YOU WERE HERE, based on the Broadway musical with the built-in swimming pool. You never heard such clean performers.

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE BILLBOARD

# Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## • Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard, in co-operation with Western Union, secures last minute sales reports from key dealers in the nation's largest record markets. Also the number of stores carried in each market does not necessarily constitute a scientific sample, since there are enough reports to permit an estimate of the over-all local picture being influenced by the report of a single store.

### NEW YORK

1. HERE IN MY HEART—A. Martin—B.B.S.
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. BLUE TANGLO—L. Anderson—Decca
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
6. LOVER—P. Lee—G. Jenkins—Decca
7. I'M YOURS—D. Cornell—Coral
8. I'M YOURS—E. Fisher—N. Winkler—Victor
9. WHEEL OF FORTUNE—K. Starr—Capitol
10. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

### CHICAGO

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HERE IN MY HEART—A. Martin—B.B.S.
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. BLUE TANGLO—L. Anderson—Decca
6. HALF AS MUCH—R. Cloney—Columbia
7. LOVE—P. Lee—G. Jenkins—Decca
8. I'M YOURS—E. Fisher—N. Winkler—Victor
9. I'M YOURS—D. Cornell—Coral
10. TAKE MY HEART—A. Martin—Capitol

### DETROIT

1. HERE IN MY HEART—A. Martin—B.B.S.
2. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. BUTCH A ME—R. Cloney—Columbia
5. BLUE TANGLO—L. Anderson—Decca
6. LOVER—P. Lee—G. Jenkins—Decca
7. SOMEWHERE ALONG THE WAY—J. King—Capitol
8. HALF AS MUCH—R. Cloney—Columbia
9. DELICADO—P. Faith—Columbia
10. I'M YOURS—D. Cornell—Coral

### SEATTLE

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—G. Gibbs—Mercury
3. HALF AS MUCH—R. Cloney—Columbia
4. KISS OF FIRE—T. Martin—Victor
5. BLUE TANGLO—L. Anderson—Decca
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
7. I'M YOURS—E. Fisher—N. Winkler—Victor

### PHILADELPHIA

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. MAYBE—E. Fisher—P. Comp—Victor
3. KISS OF FIRE—G. Gibbs—Mercury
4. DELICADO—P. Faith—Columbia
5. HERE IN MY HEART—A. Martin—B.B.S.
6. BLUE TANGLO—L. Anderson—Decca
7. BUTCH A ME—R. Cloney—Columbia
8. LOVER—P. Lee—G. Jenkins—Decca
9. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
10. I'M YOURS—D. Cornell—Coral

### ATLANTA

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martin—B.B.S.
3. KISS OF FIRE—T. Martin—Victor
4. BLUE TANGLO—L. Anderson—Decca
5. I'M YOURS—E. Fisher—N. Winkler—Victor
6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London

### DALLAS-FORT WORTH

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—T. Martin—Victor
3. I'M YOURS—D. Cornell—Coral
4. I'M YOURS—E. Fisher—N. Winkler—Victor
5. BLUE TANGLO—L. Anderson—Decca
6. HERE IN MY HEART—A. Martin—B.B.S.
7. BE ANYTHING BUT BE MINE—P. Lee—G. Jenkins—Decca

### LOS ANGELES

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martin—B.B.S.
3. BLUE TANGLO—L. Anderson—Decca
4. HALF AS MUCH—R. Cloney—Columbia
5. KISS OF FIRE—T. Martin—Victor
6. I'M YOURS—D. Cornell—Coral
7. LOVER—P. Lee—G. Jenkins—Decca
8. KISS OF FIRE—T. Martin—Victor
9. I'M YOURS—E. Fisher—N. Winkler—Victor
10. BUTCH A ME—R. Cloney—Columbia

### BOSTON

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BLUE TANGLO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. DELICADO—P. Faith—Columbia
5. I'M YOURS—E. Fisher—N. Winkler—Victor
6. BUTCH A ME—R. Cloney—Columbia
7. HERE IN MY HEART—A. Martin—B.B.S.
8. WHEEL OF FORTUNE—K. Starr—Capitol

### PITTSBURGH

2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. BUTCH A ME—R. Cloney—Columbia
4. KISS OF FIRE—R. Cloney—Columbia
5. BLUE TANGLO—L. Anderson—Decca
6. TAKE MY HEART—A. Martin—Capitol
7. HALF AS MUCH—R. Cloney—Columbia

### ST. LOUIS

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. MAYBE—E. Fisher—P. Comp—Victor
3. DELICADO—P. Faith—Columbia
4. BUTCH A ME—R. Cloney—Columbia
5. LOVER—P. Lee—G. Jenkins—Decca
6. SMOKE RINGS—L. Paul & M. Ford—Capitol
7. HERE IN MY HEART—A. Martin—B.B.S.

### WASHINGTON, D. C.

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—G. Gibbs—Mercury
3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
4. HERE IN MY HEART—A. Martin—B.B.S.
5. BLUE TANGLO—L. Anderson—Decca
6. BE ANYTHING BUT BE MINE—E. Howard—Mercury
7. WATERMELON WEATHER—P. Comp—E. Fisher—Victor

(Continued on page 45)

YOUR  
RECORD  
PROBLEMS  
DISAPPEAR

when you team up with

## RCA VICTOR'S CUSTOM RECORD SERVICE!

- ★ RECORDING**  
your material and production ideas . . . in the nation's best equipped studios
- ★ PROCESSING**  
your order gets RCA's famous engineering know-how . . . latest and soundest duplicating techniques
- ★ PRESSING**  
your records are precision-pressed . . . carefully inspected to insure uniform high quality
- ★ SHIPPING & HANDLING**  
your job is handled with care . . . delivered promptly

A COMPLETE SERVICE  
AT COMPETITIVE  
PRICES FOR ALL INDEPENDENT LABELS

RCA CUSTOM-MAKES every type and speed record a 45" and 7" customer records a quality of special records to meet your individual requirements

## RCA VICTOR custom record sales

RADIO CORPORATION OF AMERICA  
RCA VICTOR DIVISION  
NEW YORK 170 445 N. LaSalle Street CHICAGO 4-7776  
630 5th Ave. 1216 N. Dearborn St. HOLLYWOOD 4-7776  
JULIEN 2-5811 WILSHIRE 4-3228 MIDWAY 9-1775

RCA VICTOR . . . A SOLID NAME BEHIND YOUR LABEL

HAMBLETT writes them  
the perfect combination  
AROLD sings them

"SOMEONE CALLS ME DADDY"

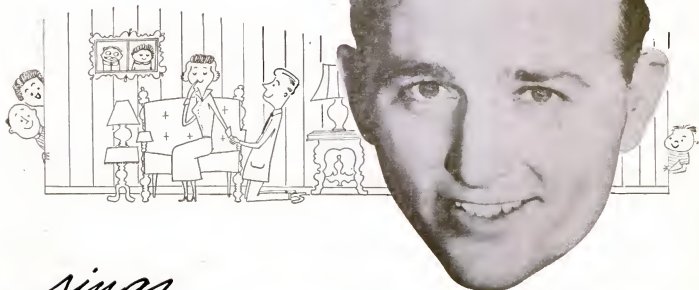
(and his Mother calls me Dear) RCA VICTOR #20-4646 (47-4646)

on RCA VICTOR RECORDS



*Just Out!*

# JIMMY WAKELY



*sings*

Direction:  
Music Corporation of America

**"IF YOU WOULD ONLY BE MINE"**

*coupled with...*

**"MY HEART HAS ROOM FOR YOU"**

*record no. 2126*



# America's Favorite Dance Band

# DICK JURGENS

TWO SUMMER SPECIALS

## 'IT'S A 100 TO 1'

And A New Novelty Hit!

## 'YAK TIDDA BINGO'

OPERATORS!...

Cash In On Dick Jurgens'  
Popularity In Your Territory!

MERCURY 5873 · 5873X45



MERCURY RECORDS, CHICAGO, ILL. \* MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
Radio-TV Show Charts (Radio  
Section)

### • Most Played Juke Box Records

... Based on reports received June 23, 24 and 27

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available records of the same title. Shows shown in this chart other available records of same listed here will be found in the Home Box of Hit Music Popularity Chart, Part 1.

POSITION  
Weeks  
Listed  
10  
to  
Date  
This  
Week

|    |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                 |                    |
|----|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------|--------------------|
| 11 | 1  | KISS OF FIRE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | G. Gibbs                  | Mercury 58023   | 4515232234-BMI     |
| 7  | 2  | HERE IN MY HEART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | A. Martino                | BBS 178161      | 45145-101-BMI      |
| 9  | 3  | I'M YOURS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | E. Fisher-H. Winterhalter | V78120-4680     | 45147-4680-BMI     |
| 8  | 5  | DELICADO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | P. Faith                  | Capitol 379702  | 45139-1708-ASCAP   |
| 6  | 9  | 5. WALKIN' MY BABY<br>BACK HOME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | J. Ray                    | Capitol 379750  | 45144-39750-ASCAP  |
| 20 | 6  | BLUE TANGO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | L. Anderson               | Decca 281275    | 45139-2755-ASCAP   |
| 16 | 8  | PITTSBURGH,<br>PENNSYLVANIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | G. Mitchell-M. Miller     | Capitol 379702  | 45139-3663-ASCAP   |
|    |    | LA. Gray Co. Decca 281431                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                           |                 |                    |
| 6  | 13 | 7. HALF AS MUCH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | R. Cleaney                | Capitol 379710  | 45144-39710-BMI    |
| 15 | 4  | 9. WHEEL OF FORTUNE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | K. Starr                  | Capitol 379704  | 45139-3704-ASCAP   |
|    |    | (Bell Sisters, Victor 28-3520; the Cardinals, Atlantic 458; A. Costello-W. Scott<br>Oth, Brunswick 4187; S. Light Oth, Penn 3812; Four Tunes, Savoy 4221;<br>J. Ferguson-R. Lyndon Oth, Victor 28-4349; S. Kaye Oth, Columbia 39467;<br>A. Poyas, Decca 27967; J. Scott, Coral 45450; M. King, Oth 4482;<br>E. Washington, Mercury 4547; E. Miller, Oth 4547; C. Dora 787; A. Williams<br>Quarry, MGM 11179; L. Mott, Remington R-2922; J. Thompson, King 3833;<br>S. McDaniel, Capitol 37973; B. Wynne, Mercury 4588.) |                           |                 |                    |
| 20 | 6  | GUY IS A GUY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Doris Day                 | Capitol 379673  | 45144-379673-BMI   |
| 8  | 9  | 11. I'M YOURS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | D. Cornell                | Capitol 379686  | 45139-4010-BMI     |
| 4  | 11 | 12. MAYBE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | P. Cano-E. Fisher         | V78120-4596     | 45147-4596-ASCAP   |
| 15 | 11 | 13. BLUE TANGO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | G. Lombardo               | Decca 281293    | 45139-281293-ASCAP |
| 2  | 25 | 15. AUF WIEDERSEHN<br>SWEETHEART                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | V. Lynn                   | London 17812272 | 45140-1227-BMI     |
| 14 | 16 | 16. BLUE TANGO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | H. Winterhalter           | V78120-4515     | 45147-4515-ASCAP   |
| 16 | 18 | 16. FORGIVE ME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | E. Fisher-H. Winterhalter | V78120-4574     | 45147-4574-ASCAP   |
|    |    | (J. Wooty, Capitol 2878; P. Lee-G. Jenkins Oth, Decca 28130; B. Auld, Coral<br>45712; S. James, Victor 28-4477; T. Edwards, Helms Oth, HMV 11170)                                                                                                                                                                                                                                                                                                                                                                       |                           |                 |                    |
| 4  | 15 | 17. LOVER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | P. Lee-G. Jenkins         | V78120-4574     | 45147-4574-ASCAP   |
| 15 | 20 | 17. I'M CONFESSIN'                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | L. Paul-M. Ford           | Capitol 379686  | 45139-4010-BMI     |
| 2  | 26 | 17. ONCE IN A WHILE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | P. Page                   | Mercury 581567  | 45150-581567-ASCAP |
|    |    | (S. Lomardo Oth, Decca 28279)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                 |                    |
| 9  | 20 | KISS OF FIRE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | T. Martin                 | V78120-4671     | 45147-4671-BMI     |
| 7  | 29 | 1. ONE LITTLE CANDLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | P. Cano                   | V78120-4631     | 45147-4631-ASCAP   |
|    |    | (F. Shering Oth, Decca 28279)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                 |                    |
| 21 | 14 | 22. BLACKSMITH BLUES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | E. M. Morse               | Capitol 379702  | 45139-3702-BMI     |
|    |    | (T. Morgan-H. James, Columbia 39471; R. Britt, Victor 28-4532; L. McGuire<br>Oth, Columbia 39468; D. Cornell, Decca 27968; A. Wooty Oth, MGM 12172;<br>S. Silver Oth, Decca 27972)                                                                                                                                                                                                                                                                                                                                      |                           |                 |                    |
| 6  | —  | 22. IDAHO STATE FAIR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | V. Manroe                 | Capitol 379611  | 45147-4611-ASCAP   |
|    |    | (R. Foster, Coral 45743)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |                 |                    |
| 13 | 19 | 24. BE ANYTHING (BUT<br>BE MINE)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | E. Howard                 | Mercury 581565  | 45150-581565-ASCAP |
|    |    | (J. Rodden-R. Maltby Oth, Coral 45846; R. Starr, Decca 281275; P. Lee-G. Jenkins<br>Oth, Decca 281275; B. Brown, Atlantic 452; W. Brown, Mercury 4570; F. Ray,<br>Atlantic 3127; A. Grant-L. Helms Oth, MGM 11179; L. C. Cornell, Capitol 3813;<br>S. Smith Oth, Apollo 13102; G. Stone, Victor 28-4514; G. Brown, Faith Oth,<br>Columbia 39468)                                                                                                                                                                        |                           |                 |                    |
| 6  | 16 | 25. KISS OF FIRE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | B. Eckstine               | Capitol 379702  | 45139-3702-BMI     |
| 3  | 20 | 26. JUST A LITTLE LOVIN'                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | E. Fisher-H. Winterhalter | V78120-4680     | 45147-4680-BMI     |
|    |    | (E. Arnold, Victor 28-3013; Bing Crosby-G. Martin, Decca 28126)                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                 |                    |
| 5  | —  | 26. I WAITED A LITTLE<br>TOO LONG                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | K. Starr                  | Capitol 379682  | 45139-3702-ASCAP   |
|    |    | (T. Richardson, Shaw Oth, Decca 28126; L. Brown Oth, Coral 45743)                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |                 |                    |
| 14 | 28 | 28. I'LL WALK ALONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | D. Cornell                | Capitol 379686  | 45139-4010-BMI     |
| 1  | —  | 28. SOMEWHERE ALONG<br>THE WAY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Nat (King) Cole           | Capitol 379686  | 45139-4010-BMI     |
|    |    | (E. Amos, Decca 28222; T. Bennett-M. Ford Oth, Columbia 39468; J. Gray<br>Oth, Decca 28143; H. Winterhalter Oth, Victor 28-4413)                                                                                                                                                                                                                                                                                                                                                                                        |                           |                 |                    |
| 7  | 27 | 30. CARICOA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | L. Paul                   | Capitol 379686  | 45139-4010-BMI     |
|    |    | (E. Wooty, All Stars, Savoy 4402; G. Mitchell, Mercury 5846; G. Hunkin,<br>Decca 28143)                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |                 |                    |



# A Perfect Combination

## A JUKE BOX SPECIAL

and ...



# Eddy Arnold

singing ...

Exclusive Management  
**THOMAS A. PARKER**  
Box 417, Madison, Tenn.  
Publishers—Roe, Roberts, Huston  
Bradbury & Associates

# 'A FULL TIME JOB'

RCA #20-4787 (78)  
#47-4787 (45)



# RCA VICTOR RECORDS



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received June 25, 26 and 27

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose location, ratings, Country and Western records.

| POSITION |   | Weeks Last 17 (to date/Week 1/Week 2) |                              |
|----------|---|---------------------------------------|------------------------------|
| 12       | 1 | WILD SIDE OF LIFE                     | Hank Thompson                |
|          |   | .....                                 | Cap/781942; 1451F-1942-BMI   |
| 13       | 2 | GOLD RUSH IS OVER                     | Hank Snow                    |
|          |   | .....                                 | V-17120-4522; 1451F-4522-BMI |
| 5        | 3 | ALMOST                                | G. Morgan                    |
|          |   | .....                                 | Cap/782095; 1451F-2095-BMI   |
| 15       | 4 | ARE YOU TEASING ME?                   | Carl Smith                   |
|          |   | .....                                 | Cap/782092; 1451F-2092-BMI   |
| 7        | 3 | DON'T JUST STAND THERE                | Carl Smith                   |
|          |   | .....                                 | Cap/782095; 1451F-2095-BMI   |
| 7        | 9 | 6. HALF AS MUCH                       | Hank Williams                |
|          |   | .....                                 | Cap/781122; 1451F-1122-BMI   |
| 23       | 4 | 7. WONDERING                          | W. Pierce                    |
|          |   | .....                                 | Cap/781436; 1451F-1436-BMI   |
| 9        | 7 | 8. EASY ON THE EYES                   | E. Arnold                    |
|          |   | .....                                 | V-17120-4547; 1451F-4547-BMI |
| 33       | — | 9. LET OLD MOTHER NATURE HAVE HER WAY | Carl Smith                   |
|          |   | .....                                 | Cap/782092; 1451F-2092-BMI   |
| 11       | 7 | 10. DON'T STAY AWAY                   | Lefty Frizzell               |
|          |   | .....                                 | Cap/782091; 1451F-2091-BMI   |

country music circles, having been a disk jockey for a long time in the St. Louis area, and a promoter of dance dates. This year he had opened his own country music park, chain of Rocks Park. ... Jimmy Swan, of WFOR, Hattiesburg, Miss., who recently signed with Trumpet Records, reports that he is doing one hour and 13 minutes of disk jockey per day in addition to his own live show. Swan also intends to produce a radio transcribed series which he will put on sale himself. ... Leo W. Fry, who opened Lansing's Beach Ranch, Brondabin, N. Y., for the second season. The park will run hillbilly and Western shows on Sundays and holidays and opened June 4. They are open any day of the week, however, whenever a good attraction is traveling. ... Melvin Price Easton, Md., unit has started his own

## C&W Records to Watch

is the opinion of The Billboard's music staff the following records have the best sales and performance potential among the "hot" and "blue" records received this week.

SLOW POISON  
John & Jack..... RCA Victor 20-4745

Santa Fe record. First release is "I've Got News for You" and "I'll Never Love Another." The Price band is now working Sundays at Sunset Park, West Grove, Pa. ... Bill Ellsworth, a Chicago booker, reports that the De-Zurik Sisters are touring with Pee Wee King and doing TV film work in Chicago.

Carl Sausman and the Green Valley Boys, who record for Capitol, are doing a daily show over WRAG, Carrollton, Ala., with Sausman also handling a separate disk jockey stint on the same outlet. In addition to Sausman, the group includes Joe Stuart, fiddle; Bill Wilburn, bass; Ben

(Continued on page 37)

## • Best Selling Retail Folk (Country & Western) Records

... Based on reports received June 25, 26 and 27

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

| POSITION |    | Weeks Last 17 (to date/Week 1/Week 2) |                                                                       |
|----------|----|---------------------------------------|-----------------------------------------------------------------------|
| 13       | 1  | WILD SIDE OF LIFE                     | Hank Thompson                                                         |
|          |    | .....                                 | Cap/781942; 1451F-1942-BMI                                            |
| 10       | 2  | ALMOST                                | G. Morgan                                                             |
|          |    | .....                                 | Cap/782095; 1451F-2095-BMI                                            |
| 10       | 4  | HALF AS MUCH                          | Hank Williams                                                         |
|          |    | .....                                 | Cap/781122; 1451F-1122-BMI                                            |
| 7        | 3  | 4. ARE YOU TEASING ME?                | Carl Smith                                                            |
|          |    | .....                                 | Cap/782092; 1451F-2092-BMI                                            |
| 21       | 6  | 5. WONDERING                          | W. Pierce                                                             |
|          |    | .....                                 | Cap/781436; 1451F-1436-BMI                                            |
| 2        | 10 | WAITING IN THE LOBBY OF YOUR HEART    | Hank Thompson                                                         |
|          |    | .....                                 | Cap/782095; 1451F-2095-BMI                                            |
| 14       | 5  | 7. GOLD RUSH IS OVER                  | Hank Snow                                                             |
|          |    | .....                                 | V-17120-4522; 1451F-4522-BMI                                          |
| 14       | 6  | 8. EASY ON THE EYES                   | E. Arnold                                                             |
|          |    | .....                                 | V-17120-4547; 1451F-4547-BMI                                          |
| 5        | 8  | 9. IT'S A LOVELY, LOVELY DAY          | Carl Smith                                                            |
|          |    | .....                                 | Cap/782092; 1451F-2092-BMI                                            |
| 1        | —  | 10. LADY'S MAN                        | Hank Snow                                                             |
|          |    | .....                                 | Married by the State Divorced by the Law V-17120-4733; 1451F-4733-BMI |

## • Folk Record Releases

|                                                                                       |                                                                       |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| A. D. K. and the Child-Harmon, Rober (Mather)                                         | Dirty Linn-Eddie Harwood (Helen) My Love 4657                         |
| Creo 336                                                                              | Don't You Know or Don't You Care?—Beryl Wright (Ed Del) Imperial 8157 |
| A Full-Time Job—Edy Arnold (Shirley) V 20-4747                                        | Heart Trouble—Johnny & Jack (Slow Pitch) V 20-4745                    |
| All That My Dreams—L. C. Williams (Walt) My Imperial 8155                             | Held! My Baby Tipton—Eddie Harwood (Dirly Linn) Intone 6257           |
| Art You Trying to Tell Me Goodbye?—Red (y Kinn) Del Dec 2020                          | I Heard You Talking in Your Sleep—Jerry Davis (L. Del) Del Dec 2025   |
| Ask the Lord—Beryl Wright (Don't You) Imperial 8157                                   | I Like Candy—Wilson Alford (Alec) Somers Imperial 8155                |
| Bruce Dorian—Shirley Ashford, with Bob Burton & His Song South Sea (Perry) Marvel 900 | Island Beyond the Gate—Lennie Brothers (The Grac) V 20-4746           |
| Blue Valley, Va. &—Harmon Rober (Frank) Blue Valley City 338                          | It's Over, All Over—Floyd Tillman (Tina) My Cal Imperial 5196         |
| Bony Sea Ranch—Joe Houston (Horizon) Imperial 5196                                    |                                                                       |

## FOLK TALENT AND TUNES

Communications in are The Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

By JOHNNY SIPPET

Merle's revis is reorganizing his band and will go out with seven pieces for MCA until July 21 when Steve Stebbins, of Americana Corporation, begins booking him. Travis has Joe Mathew, the Lariat recording artist, in the band.

Chiffie Stone has set up an ASCAP firm, Snyder Music. Stone's first plug tune is "Love Me Sweet." Bill Carlisle, leader of the Carlisle Mercury Record group, which includes Roy

Smeed and Minnie O'Neill, who is the sister of Martha Carson, reports that Pat Cook, veteran disk jockey at KSTP, St. Louis, was killed in an auto accident, Saturday (7) while he was returning from a dance promotion date to his home in St. Louis. According to present plans, Cook's widow intends to work out existing contracts at his chain of Rocks Park, located out of St. Louis, which had been booking country music talent. Cook was well known in

From the Flaming Pen of STUART HAMBLEN  
A Beautiful Reading of a War Saga...

SOMETHING NEW ...

SOMETHING DIFFERENT

Black Diamond



B/W

"THIS SHIP OF MINE"

Featuring

STUART HAMBLEN

Columbia Record

20938-4-20938

### • *Country & Western (Folk)* *Record Reviews*

Continued from page 36

| Waves | Time  | Label                             | This                                           |
|-------|-------|-----------------------------------|------------------------------------------------|
| to    | start | Wave/Track                        |                                                |
| 17    | 1     | 1. WILD SIDE OF LIFE              | ..... H. Thompson<br>Cat#181942; 1453-1942-5M1 |
| 12    | 2     | 2. ALMOST                         | ..... G. Morgan<br>Cat#181992; 1454-1992-5M1   |
| 5     | 3     | 3. THAT HEART BELONGS TO<br>ME    | ..... W. Pierce<br>Cat#181992; 1453-1992-5M1   |
| 5     | 5     | 5. ARE YOU TEASING ME             | ..... Carl Smith<br>Cat#182992; 1454-2992-5M1  |
| 19    | 7     | 7. DON'T JUST STAND THERE         | ..... Carl Smith<br>Cat#182992; 1454-2992-5M1  |
| 8     | 3     | 6. TALK TO YOUR HEART             | ..... R. Price<br>Cat#182913; 1454-2913-5M1    |
| 6     | 6     | 7. IT'S A LOVELY, LOVELY<br>WORLD | ..... Carl Smith<br>Cat#182992; 1454-2992-5M1  |
| 3     | 9     | 8. LADY'S MAN                     | ..... Hank Snow<br>W1820 4735; 1453-4735-3M1   |
| 1     | -     | 9. INDIAN LOVE CALL               | ..... S. Whiteman<br>Cat#182992; 1454-2992-5M1 |
| 25    | -     | 10. WONDERING                     | ..... W. Pierce<br>Cat#182992; 1454-2992-5M1   |

[illegible]

**PEE WEE**  
**'BUSY BODY**  
**KING'S**  
**RCA VICTOR RECORD**  
**#20-4655**

Continued from page 36

## Disk Jockey Doings

Sam Lilbridge, KCLW, Hamilton, Tex., reports that he and Muri Alexander had a wonderful opening for their new hillbilly park at Hamilton May 25. Opening show included the Texas Wranglers, two local bands; Joe and Ann, a boy singer, and Gayle and Christine, a girl duo. The promoters also staged an old-time fiddlers' contest. The first named act which the boys booked was Bob Shelton, who came in June 8. The parkers bagged 25 cents admission. They are utilizing a number of food concessions and are considering also putting in further concessions when business becomes more assured.

The leasing deal on the park grounds was worked out with

(Continued on page 14)

OPERATOR  
DETAILS  
DISK PROPERTY  
OVERCALL

**ROY ACUFF**  
**CHEATING** ..... 78-79-77-71  
 COLUMBIA 3096—Strong, vocal by the  
 singer as a wistful country-wester, with gas-  
 ting piano. This one should rate some spins and  
 plays in the country market.

**DON'T HANG YOUR DIRTY**  
**LINEN ON MY LINE** ..... 83-82-75-8  
 Acuff burns in a bright, happy rearing of a  
 cute, fast-lane novelty, while the band  
 creates excitement behind him. Disk is a  
 good one and could catch heat in the country  
 area.

**I LEARNED MY LESSON FROM YOU** ..... 74-75-74-7  
The warbler is effective on a better-than-average country wrecker, played in ragtime style. That ought to set spins.

JACK GUTHRIE  
OKLAHOMA HULLS .....75-76-74-73

**CAPITOL 2128**—Chanter does a tasteful job on a fine ditty that tells of nostalgia for the home territory. Good was that should earn credit.

**DAKIE BOOGIE** ..... 76-77-72-71  
The strong rhythm goes with neatly lyrics. It's given a driving reading by Guthrie and combs. Fine glossier for jokes.

LEON McAULIFF ORK  
WHO TOOK MY RING FROM  
YOUR FINGER 74-77-74-7

COLUMBIA 30452—This line weeper ballad is performed with warmth and sincerity by character Billy Walker to sympathetic backing.

THIS SIDE OF TOWN . . . . . 70-70-68-72  
A twingy item, done with an attractive bounce

comes thru nicely on this side. McLaughlin  
does okay on the lyrics.

OPERATION  
METALLER  
DISK RECOVER  
OVERSAMPLING

**BILLY WALLACE**  
**BACK STREET AFFAIR.....** 72-74-71-7  
 OCCA 20243—Wallace has a fine voice and  
 sells the tune well. String backing helps  
**COUNTED OUT.....** 68-68-48-6  
 Vocal by Wallace is handled nicely but  
 material is not as strong as the flip side. In-  
 strumental accompaniment is pleasant.

SHER WOOLEY  
WHA' HOPPEN TO ME

**BABY** ..... 75-74-74-7  
MGM 11272—Material is clever, and Woolf sells it pleasantly with his free and easy delivery. Guitars sold more with a bonus bag.

**YOU'RE THE CAT'S MEOW...74-74-73-T**  
Lively item is wrapped up well by Wool.

ing. A good disk.

EDDY ARNOLD  
SHEPHERD OF MY HEART....82-83-82-8  
V 20-4787—The gentle ballad is warmly re-

in the best Arnold style, which is very fine indeed. Backing is simple and eminently suited to the material. Could be another bonus for the designer.

**A FULL TIME JOB.....87-87-87-87**  
Rhythmic change of pace from the flip makes  
for an effective conclusion. Brittle renders

ditto is put over in solid fashion by the chaser. A powerful entry that should earn a bundle.

RED FOLEY  
ARE YOU TRYING TO TELL

ME GODS BYE .....78-79-77-7  
OCCCA 28288—Simple ditty is lifted out of  
the also-ran class by the chanter, who is  
backed by a string and wooden rhythm.

**KISSES ON PAPER.....80-82-81-8**  
 Ditto all romance by mail has an engaging  
 source and a romantic melody. Enter with

Both sides of this disk should enjoy heated action.

(Continued on page 87)

This One Will Rack Up Plenty  
of PROFITS . . .

**"RACK  
UP THE  
BALLS,  
BOYS"**  
(and put away the cues)

Featuring  
**REX  
ALLEN**

Words and Music by America's  
Most Versatile Writer  
**STUART HAMBLÉN**

**DECCA  
RECORDS**

28146 (78)  
9-28146 (45)

STUART HAMBLÉN

9 29146 (45)



## THE BILLBOARD

## Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

### • Best Selling Retail Rhythm & Blues Records

... Based on reports received June 25, 26 and 27

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION  
Weeks Last 10  
This to date/Weeks

|    |    |                     |       |                     |                                |
|----|----|---------------------|-------|---------------------|--------------------------------|
| 7  | 1  | HAVE MERCY, BABY    | ..... | Dominoes            | Federal/7812046; (45)45-12046  |
| 6  | 4  | LAWDY MISS CLAWDEY  | ..... | L. Price            | Specialty 420-BMI              |
| 5  | 2  | GOIN' HOME          | ..... | Fats Domino         | Atlantic 962-BMI               |
| 12 | 3  | ONE MINT JULEP      | ..... | Claviers            | Imperial/7851802; (45)45-51802 |
| 6  | 7  | MOODY MOOD FOR LOVE | ..... | King Pleasure       | Atlantic 963-BMI               |
| 13 | 6  | NO MORE DOGGIN'     | ..... | R. Gordon           | Prellig/785424; (45)45-924     |
| 13 | 5  | 5-10-15 HOURS       | ..... | Ruth Brown          | Imperial/7851802; (45)45-51802 |
| 18 | 8  | NIGHT TRAIN         | ..... | J. Forel            | Atlantic 962-BMI               |
| 13 | 9  | EASY, EASY, BABY    | ..... | V. Dillard          | Imperial/7851802; (45)45-51802 |
| 13 | 10 | HEAVENLY FATHER     | ..... | E. McGriff-B. Lucas | Atlantic 963-BMI               |

### • Most Played Juke Box Rhythm & Blues Records

... Based on reports received June 25, 26 and 27

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators where locations receive rhythm and blues records.

POSITION  
Weeks Last 10  
This to date/Weeks

|    |    |                     |       |               |                                |
|----|----|---------------------|-------|---------------|--------------------------------|
| 6  | 1  | HAVE MERCY, BABY    | ..... | Dominoes      | Federal/7812046; (45)45-12046  |
| 8  | 2  | LAWDY MISS CLAWDEY  | ..... | L. Price      | Specialty 420-BMI              |
| 13 | 3  | 5-10-15 HOURS       | ..... | Ruth Brown    | Imperial/7851802; (45)45-51802 |
| 10 | 4  | GOIN' HOME          | ..... | Fats Domino   | Atlantic 962-BMI               |
| 13 | 5  | NO MORE DOGGIN'     | ..... | R. Gordon     | Prellig/785424; (45)45-924     |
| 7  | 6  | MOODY MOOD FOR LOVE | ..... | King Pleasure | Atlantic 963-BMI               |
| 6  | 7  | SO TIRED            | ..... | R. Milton     | Atlantic 962-BMI               |
| 7  | 10 | HEAVENLY FATHER     | ..... | E. McGriff    | Atlantic 963-BMI               |
| 17 | 9  | GOT YOU ON MY MIND  | ..... | J. Greer      | Atlantic 963-BMI               |
| 11 | 10 | ONE MINT JULEP      | ..... | Claviers      | Imperial/7851802; (45)45-51802 |

## RHYTHM &amp; BLUES NOTES

By BOB ROLOTTZ

Earle Theater, Warner house in Philadelphia, which has been housing band and vocal names for stage offerings, shut down for the summer season with the same stage policy to be resumed with the re-opening for the Labor Day holiday. ... Bill Gerson has enlarged the bandstand at his Peg's Musical Bar, Philadelphia, to accommodate larger units and even full-size orchestra. For the June weeks, the larger bandstand enabled him to bring in Willis Jackson and Tiny Bradshaw. ... Coatesville (Jersey) Herbie, the

one-time drummer boy for Louis Armstrong, winds up his stay this week at The Web, Philadelphia, and moves to Herman's, Atlantic City, for the rest of the summer. ... Slim Furness and the Keys into the Rendezvous, Philadelphia, early in July for the remainder of the summer. ... Rainbow Records on a full-scale drive for r.&b. loot, added to its talent stable last week with the signing of the Miller Sisters, youngsters aged 8, 11 and 13, and the Five Crowns, new r.&b. group. ... Bettison Purvis, who used to

run a deejay show in Pittsburgh, has started an r.&b. platter program over Station WLIB, New York, called "Spinners' Sanctuaries."

Okeh Records signed singer Lois Hines and trumpet man Rod Rodney and his five-piece orchestra to add to their present r.&b. roster. The diskery's a.r.t. chief Danny Kessler is off on a talent-hunting trip that will take him thru the South and to the West Indian. He will be back in New York in August. ... The Eddie Haywood Trio finished a week's engagement at the Times Square Supper Club, Rochester, Monday (30). ... Joe Holliday and his combo open at the Blue Note, Chicago, on Monday (30) for a week.

Frank (Floorshow) Culley started at the Farmfield, Dayton, O., on Thursday (26). The tenor man will be at the club

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western music records this week.

HOLD WE  
The Fort Knox. ... Aladdin 3536  
LOULI BELLE BLUES  
Frank (Fat Man) Humphries. ... Capitol 5005

for two weeks. ... Enkline Hawkins' act is holding down the bandstand at the Savoy Ballroom in New York, now until July 14. ... The Buddy Johnson orchestra left Boston Saturday (26), and will do one-nighters thru the North, East and Middle West until July 11, when it opens at the Regal Theater in Chicago.

Weeks' Cafe in Atlantic City has lined up a string of fine r.&b. shows for the summer season. Each show will run one week at the club. The present unit features Slim Hope's orchestra and the Ames Millers crew. For July 4 week the club will star Wail Brown, the Five Keys and a Piano Brown crew of July 11. ... Aladdin will include Charles Brown's orchestra and the Orioles for the week of July 11. ... Ruth Brown and Willis Jackson, and the last week in July (25) Billie Holiday's Hal (Cornbread) Singer and the Bill Davis Trio.



Hear Those Phones Jingle

The Whole Country's Calling For . . .

## CALL OPERATOR 210

Aladdin 3135

### FLOYD DIXON

## Aladdin RECORDS

### ATTENTION, DEALERS AND OPERATORS ONLY

### SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Tiring Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS

We Ship in 24 Hours—No Substitutes, No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anywhere Else Can Offer You.

TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE

4535 DELMAR AVE. (Phone: FOwer 2602) ST. LOUIS, MO.

Our Hit Parade  
in Every Location!



**YARETTA DILLARD**  
Featured on these  
3 Savoy releases

Savoy 1847  
**'Easy, Easy Baby'**

Savoy 1851  
**"I'm Yours"**

Savoy 1849  
**"HELP ME BLUES"**

Savoy 1849  
**"HEARTACHE, HERE I COME!"**

MEL WALKER  
with Johnny Ock Orch.

**SAVOY RECORD CO., INC.**  
18 STREET ST. NEWARK, N. J.

WATCH THIS!

Bread of Heaven

Milky White Way

by

THE ANGELIC

GOSPEL SINGERS

GOYALM

Record C117

Write for LATEST CATALOG

NEW RECORDS

500 different "Greatest" and

HIT tunes. 33 1/3, 45 & 78 rpm.

**\$10.00 per 100**

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45 RPM 60% OFF

Over 1,000 Satisfied Customers

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574 8th Ave., New York 15, N. Y.

Plans 7-0436

Complete Instructions Bought

The August schedule reads as follows: August 2, the Dominoes and Bull Moose Jackson; August 9, the Clovers and James Jackson; August 17, Colette Williams and Tiny Davis' orchestra. Shows are booked by Shaw Artists.

Great  
PERMO POINT  
Performers

IT PAYS TO  
STANDARDIZE  
ON PERMO  
POINTS

THE  
COMPLETE  
COIN  
NEEDLE  
LINE

**PERMO, Inc.**  
6415 RAVENSWOOD AVENUE  
CHICAGO 28, ILL.

A GUARANTEED HIT!

This record has already taken off in Los Angeles, Dallas, Houston and New Orleans

## "LILLIE MAE"

n/w "THE BELLS ARE RINGING"  
Smiley Lewis

Imperial 51904  
443-5194

**Imperial Records**

6423 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.











# FRAN-TASTIC!

## FRAN WARREN

### What is This Thing Called Love?

and  
Wish You Were Here

MGM 11270 78 rpm—K11270 45 rpm

## BILLY ECKSTINE

### Hold Me Close to You

and  
If They Ask Me

MGM 11217 78 rpm—K11217 45 rpm

## BILL HAYES

High Noon

and

Padam-Adam

MGM 11266 78 rpm—K11266 45 rpm

## THE DE MARCO SISTERS

Auf Wiederseh'n Sweetheart

and

Watermelon Weather

MGM 11278 78 rpm—K11278 45 rpm

## BARBARA RUICK

How About You?

and

I'd Wonna Walk Right Out of This World

MGM 11231 78 rpm—K11231 45 rpm

## BLUE BARRON

& His Orchestra

A Girl, A Fella, A Beach Umbrella

and

A Mighty Pretty Waltz

MGM 11239 78 rpm—K11239 45 rpm

## PEGGY KING

I Cried For You

and

There's Doubt In My Mind

MGM 11260 78 rpm—K11260 45 rpm

## HANK WILLIAMS

Half as Much

and

Let's Turn Back the Years

MGM 11202 78 rpm—K11202 45 rpm

## JACK HART

Rabbits Don't Ever Get Married

and

Angeline

MGM 11261 78 rpm—K11261 45 rpm



## MGM'S ROLL CALL OF HITS!

BILLY ECKSTINE

KISS OF FIRE

and

NEVER LIKE THIS

MGM 11225 78 rpm

K11225 45 rpm

DAVID ROSE & His Orchestra

THE FLYING HORSE

and

TENDERLY

MGM 10194 78 rpm

K10194 45 rpm

HENRY JEROME & His

Orchestra

BOO-HOO

and

WHISTLE MY LOVE

MGM 11240 78 rpm

K11240 45 rpm

JONI JAMES

LET THERE BE LOVE

MY BABY JUST CARES FOR ME

MGM 11223 78 rpm

BILL FARRELL

BREAK THE BANDS

THAT BIND ME

and

STAY

MGM 11234 78 rpm

K11234 45 rpm

BUDDY DeFRANCO & His

Quartet

GET HAPPY

and

SAMIA SHUFFLE

MGM 11250 78 rpm

LeROY HOLMES & His

Orchestra

ISN'T THIS A MIGHT FOR LOVE

and

OOH THAT KISS

MGM 11247 78 rpm

K11247 45 rpm

SKIP MARTIN & His

Orchestra

I CONCENTRATE ON YOU

and

VILIA

MGM 11248 78 rpm

K11248 45 rpm

FESS FRITSCH & His

Goosetown Band

HOPELESS POLKA

and

THE MOON BEAMS CLEAR

MGM 11246 78 rpm

K11246 45 rpm

COY McDaniel

DEVIL'S DREAM

and

OLD JOE CLARK

MGM 11245 78 rpm

K11245 45 rpm

BOB WILLS

SNATCHIN' AND GRABBIN'

and

I WANT TO BE WANTED

MGM 11241 78 rpm

K11241 45 rpm

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of *Radio*  
and *TV Shows See The Billboard*  
*Radio-TV Shows Charts (Radio*

### • The Billboard Picks

In the opinion of *The Billboard* music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

WISH YOU WERE HERE ..... Eddie Fisher-Huga Winter-  
THE HAND OF FATE ..... halter ..... RCA Victor 20-4836..

Eddie Fisher turns in a warm rendition of the lovely new tune from the show, "Wish You Were Here." The flip side is a big new ballad and it reaches a big-voiced rendition from the workshop. Winterhalter's kick backing on both is classy.

KAY'S LAMENT ..... Kay Starr ..... Capitol 2151

The thrush sells this exciting blues item with a powerful rendition that should create a lot of action. Singer is backed by a vocal group and a driving arr. arrangement. Flip side, "Fool, Fool, Fool" is another slick blues item.

### • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what tune disk jockeys think tomorrow's hits will be.

1. HIGH NOON ..... Frankie Laine ..... Columbia 39770  
2. I DON'T WANT TO TAKE A CHANCE ..... Eddy Howard ..... Mercury 5671  
3. WHAT IS THIS THING CALLED LOVE? ..... Fran Warren ..... MGM 11270  
4. ONCE IN A WHILE ..... Paul Papp ..... Mercury 5067  
5. TAKE MY HEART ..... Al Marlin ..... Capitol 2152

### • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what the tune box operators think tomorrow's hits will be.

1. VANESSA ..... Hugo Winterhalter Gk. .... Victor 20-4651  
2. STRANGE SENSATION ..... Gene Valli ..... Victor 20-4759  
3. ROCK OF KIBBALYAR ..... Frankie Laine ..... Columbia 39770  
4. SUGARSH ..... Doris Day-Frankie Laine ..... Columbia 39693  
5. WHAT IS THIS THING CALLED LOVE? ..... Fran Warren ..... MGM 11270

### • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what the juke box operators think tomorrow's hits will be.

1. IN THE GOOD OLD SUMMERTIME ..... Let Paul-Mary Ford ..... Capitol 2153  
2. TAKE MY HEART ..... Al Marlin ..... Capitol 2152  
3. THE MASK IS OFF ..... Richard Rodgers ..... Mercury 5672  
4. SUGARSH ..... Doris Day-Frankie Laine ..... Columbia 39693  
5. BUTCH-ME ..... Rosemary Clooney ..... Columbia 39747

### • The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what the Country & Western Disk Jockeys think tomorrow's hits will be.

1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS. Kitty Wells ..... Decca 26232  
2. HEART TROUBLE ..... Jeanette and Jack ..... Victor 20-4765  
3. I LOVE YOU 24 HOURS A DAY ..... Billy Strang ..... Capitol 2132  
4. FULL TIME JOB ..... Eddy Arnold ..... Victor 20-4767  
5. FOLKISH PRIDE ..... Faron Young ..... Capitol 2133

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
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KEEP M-G-M-MINDED—IT'S GOOD FOR YOUR BUSINESS

Your ticket to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

*Merely  
Sensational!*

**'hang out  
the  
stars'**

RCA VICTOR  
20-4844 (78)  
47-4844 (45)

by the **BELL SISTERS** with  
**HENRI RENE** and his orchestra

**RCA VICTOR RECORDS**









## WAYNE KING PLAYS AID PACKAGE

25-Year Favorite Scheduled to Include  
Large Band, Choir in MCA Fall Offering

CHICAGO, June 28.—Wayne King, perennial band favorite who, over the past 25 years has built up a nationwide following thru his radio, recording, personal appearances and television activities, will tour aida and arenas next fall—the first time he will take a complete package out on booking of this kind.

Frontier, who has done numerous concerts with his band, will have a complete two-hour package show for the tour, complete with his large orchestra and choir. Music Corporation of America will handle the bookings, which are expected to start shortly after the Labor Day period.

### DEE TOURS

## Heavy '52-'53 Attractions Schedule Set for Denver

By DAPHNE (DEE) POLI

DENVER, June 28.—Arthur M. Deveney, Denver concert and theatrical promoter, spent two weeks in New York recently, looking at heavy schedule for the Denver Auditorium.

Attractions signed for Denver include "Salad 17," August 2, 3; "Call Me Madam," September 11-13; "Bell, Book and Candle" with Joan Bennett, October 24-25; "South Pacific," November 5-8; "John Brown's Body," with Tyrone Power and Raymon Massey, November 16-17; Corneil Oskar Skinner in "Paris Night," December 13; "36 Hours Vanities," Olsen & Johnson, December 26-January 1; "Gentlemen Prefer Blondes," January 17-19; "Jane," February 13-14; Charles Laughton and Marjorie Main, March 12, and Emlyn Williams in

The package which will play the ad-audens circuit was given a preview here last Friday (20) at the new building at Chicago Hall and had the "Standing Room Only" sign up for the performance.

Actual dates for the tour still have not been determined, but will be set as soon as King's fall and winter television and radio plans are completed. King on Thursday (20) released a new five-part TV series for Standard Oil (Indiana), which will be shown weekly over a Midwest network of National Broadcasting Company outlets. Most of the new series, which were featured on this series will be in the ad-audens package.

## Cowboys to Get 100G Pot in Garden Rodeo

NEW YORK, June 28.—The Rodeo Cowboys of America and the management of the World's Championship Rodeo, to be held at Madison Square Garden, September 24-October 10, came to terms Thursday (26), with the cowhands coming out on top. The bronk-busters will split \$16,400 in prize money for each of the five major events, with another \$8,400 coming in for the wild horse competition.

Prize money will total \$100,800 this year, compared with \$75,000 in 1951, said Frank Moore, rodeo manager. The six-week stadium was broken when the rodeo gave in to the demands presented by President Bill Lindeman of the cowboy union. The rodeo had been holding out for last year's prize money.

### Tough Nut

This means that flicker-rider Roy Rogers, his wife, Dale Evans; comic Pat Brady and the dance horse Trigger, will have to play to near capacity houses the rodeo is to make money.

The combo reportedly saved for \$78,000 for the three-day event, plus a percentage if the gross should near the three-quarter million mark.

## Hwd. Off-Beat

Continued from page 13

as its private eye hero. The veteran film-stage star is adept at lending importance when little or none is due, and consequently the series itself, in effect, rises above its material.

The series on the show caught (19) was only so-so, with Douglas (as Steve Randall), a cynical detective, the only attraction. A jewel theft case for a major studio. Odds narrowed down between the studio gate mauler and the young starlet (Cara Williams) with both denying their guilt.

The serially cleared, aging gang, and pinned the crime on Miss Williams, who took the crime because her option had been dropped, and faked an alibi with her look-alike in Gimmick wind-up. Had Douglas' starlet phony fire (via the studio's special department, which refused the access to reveal where he hid the loot—in a vase.

### Williams Tolerant

Miss Williams, (telegenic and husky-voiced) provocative young actress. Like Douglas, she put a great deal more into the part than was actually written into it.

In all fairness to the scripter, it's almost impossible to imbue a character with more than a real depth of characterization. The series offers good promotional opportunities for newspaper ads and publicity stunts. The marquee value of long-time flicker star, and his semi-nude leading ladies.

The Dixie Cup Company sports the leading commercial, with the announcer extolling the virtues of untempted different brands of ice cream all neatly packaged in Dixie containers.

June Bundy

## Legit Line-Up

Continued from page 2

Town Theater, Smithtown Branch, L. I. (Gramercy Theatre) Playmakers, Mount Park C. (Arlington Theatre) The nagger, Maplewood (N. J.) Theatre, "On Your Toes" Ogunquit Theatre, "The Playhouse" and "My Fanny," McLean (Va.) Summer Theater, Opening July 1 in "Happy Time," Cragsmoor (N. Y.) and "The Playhouse" in the summer theater, Ellenville, N. Y., and Manuel Davis Neptune Music Circus, Asbury Park, N. J., with "Desert Song." "Side by Side," new script by William McCarty, Peterboro (N. H.) Players, opens July 2.

## NEWS NUGGETS

## Frank Snow Makes W. Canada Dates

REGINA, Sask., June 28.—Cowboy singer Frank Snow played the Stadium here Tuesday (27) to a capacity crowd of 14,000, grossing \$16,500. Tickets sold at \$1.25 for adults and \$0.75 for children. The show, which had extra advance build-up, included Ernest Jones, Jimmy; Illinois Blue, rhythm guitar; Buford Gentry, steel guitar; James McDaniel, bass; Tommy Vaden, fiddle; Steve McDaniel, conga.

The same "Grand Ole Opry" troupe played the Stampede Grounds at Calgary Saturday (14), drawing 5,700 paid admissions for the 6,040 seats. On Friday (13), the show had 6,700 payees for the 7,000 seats. On Saturday (14), the show had 6,700 payees for the 7,000 seats. The show, which had extra advance build-up, included Ernest Jones, Jimmy; Illinois Blue, rhythm guitar; Buford Gentry, steel guitar; James McDaniel, bass; Tommy Vaden, fiddle; Steve McDaniel, conga.

## DOROTHY GODFREY HEADS CHICAGO TRAVEL EXPO...

CHICAGO.—Dorothy Godfrey has been named executive director of the International Aviation and Travel Exposition at Navy Pier here October 20-November 2. She was assistant director of the exposition at Navy Pier in 1951 and 1952. Her father, G. G. Godfrey, president of the National Travel Association, her appointment was announced by R. H. Kelly, president of Chicago.

## SING SETS RECORD FOR SPANISH ANGELS...

SPARTANBURG, S. C.—(Spartanburg Auditorium attained the new attendance record it sought with an all-night sing here Saturday (21). Manager Van C. Levy said attendance totaled 3,600. Elmo Fag, leader of the Blue Ridge quartet, was co-manager for the event. Chairs were set up in the arena and participating singing groups alternated between the arena and auditorium sections. The auditorium was 2,400 and there are 1,600 bleacher seats in the arena.

Schwartz will arrange and conduct the show.

This year's edition of "Vanities" is now in Europe and will be shown at the end of July 20. Rehearsal of the show is scheduled to start during the week of the Convention Hall, Asbury N. J.

## Wish You Were

Continued from page 16

somely with a succession of second-rate shows at the Catkill camp elegance up to the aforementioned practical and beautiful. The show, which had extra advance build-up, included Ernest Jones, Jimmy; Illinois Blue, rhythm guitar; Buford Gentry, steel guitar; James McDaniel, bass; Tommy Vaden, fiddle; Steve McDaniel, conga.

The company is over-all young and willing, with most of the disfigurement on the face of the head on inter-office beauty contests. But who were they, of anywhere — except, technically, Patricia Marand makes a pretty Teddy with a voice to match, but has little to do except sit on a stump and look happily hopeful. Jeanne Marie, her Chick does well with Rome's balladizing of "Where Did the Night Go?" and "The World's a Better Place."

Personally this reporter didn't care for the romance came to nothing, nor did the anything nor did the anything. But who were they, of anywhere — except, technically, Patricia Marand makes a pretty Teddy with a voice to match, but has little to do except sit on a stump and look happily hopeful. Jeanne Marie, her Chick does well with Rome's balladizing of "Where Did the Night Go?" and "The World's a Better Place."

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## this sword means Cancer SERVICE

S is hundred thousand patients are under treatment for cancer today.

For many of them the American Cancer Society helps provide medical service, drugs, linings, transportation, articles of comfort and necessity, relief from pain.

The volunteers who work under the sign of the cancer sword need your support. Cancer Strikes One in Five. Your Dollars Strike Back.

Mail Your Gift to "Cancer Care of Your Local Postoffice"

## AMERICAN CANCER SOCIETY

PROMOTERS  
Get on our Mailing List. Each week the different recipient includes among the names of individuals who might undertake and promote attractive fund-raising projects. For many of them the American Cancer Society helps provide medical service, drugs, linings, transportation, articles of comfort and necessity, relief from pain.

The volunteers who work under the sign of the cancer sword need your support. Cancer Strikes One in Five. Your Dollars Strike Back.

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see page 3 for rates













## 150th DAY '53 FESTIVAL PLANNED BY ST. LOUIS

To Mark 150th Anniversary of La. Territory Buy; Plan Four Midways

ST. LOUIS, June 28. — A 150-day festival to mark the 150th anniversary of the acquisition by the U. S. of the Louisiana Territory will be held here next year. Planning plans announced Wednesday (25) by Mayor Joseph M. Darst.

Plans to make use of all possible present facilities, plans of the Advertising Club of St. Louis and one Missouri Historical Society, call for the erection of only one new structure.

## Mail Extending Aqua Follies Run in Minneapolis

Consider Adding Two Performances; Lead Roles Are Filled

MINNEAPOLIS, June 28. — The "Aqua Follies," major attraction of the Minneapolis Aquatennial here, 10-25, will be extended two nights prior to the annual festival and to have at least 14 performances, with the addition of two extra shows now under consideration, it was revealed this week.

Al Sheehan, "Aqua Follies" director, already has named the leads and is negotiating for the remainder of the cast. Katherine Raych will have the girls' swimming lead, with Bruce Harlan, Olympics champion, the boys' swimming lead. Other acts already packed includes Earl Clark, Hobie Blinnings, Bob Maxwell, Jim Strong and Marian Parks, globe driver. Several other divers will be signed.

**Tom Martin Returns**  
Tom Martin returns for the third year as emcee. Johnny O'Brien, comic doing the harmonica player, is being returned after his outstanding hit here several years ago. Other acts signed are Lida Davalle, prima ballerina; Bert Hanson, tenor, and the glee club. Three other acts are yet to be lined up.

**Helet Starr, University of Minnesota professor**, again is emceeing the 24-42 water ballet. The 24-42 stage line is being directed by Dorothy Lundstrom. Ben Barnett's ark again has been signed.

Assisting Sheehan are his partner, Lyle Wright, treasurer in charge of tickets and reported last year as emcee. Also assisting are Johnny Williams, costumes, and Fred Smith, props.

Advance tickets for tickets opened June 16 and, according to reports, are keeping pace with last year.

From here Sheehan will take the train for St. Louis and will sail Sea Fair for a 14-day run, starting July 31 and closing August 13.

## IRISH ROMANCES FAT CANADIAN \$

OTTAWA, June 28. — With Canadian money pegged at \$1.05 U. S., Irish Hornan and his Lucky Hill Drivers were rejecting American currency in favor of the country's legal tender during their current tour.

Irish, who has trouped the Dominion for many years, is somewhat awed by the current exchange rate. There have been times, he recalled, when the show was nearly ruined if an American promoter-operator was to come out on top. That was when Canadian money was discounted at 10, and more, per cent.

This building would be an open-air theater on the Mississippi water front that would be used for a series of historical pageants, starting April 30, the date of the Louisiana Purchase, and continuing through "veiled Prophet's Night" the latter part of October.

**4 Midways Planned**  
Four midways are planned. They would be set up in the area of Forest Park Highlands, Fairgrounds Park, Grand Boulevard and Lacide Avenue, and in Carondelet Park. Latter would also be used for site of a pioneer village.

Other special exhibits would include an outdoor transportation museum in O'Fallon Park, an industrial fair in Fairgrounds Park, and an international trade show in Tower Grove Park.

The Municipal Theater in Forest Park would be the scene of two new musical shows to be written especially

## Step In OPS Check to Cover All New England Area Spots

BOSTON, June 28. — A spot check of all amusements at New England fun spots and resorts to determine compliance with OPS price regulations and filing requirements is under way, with price division personnel instructed to make such checks. Later, said the four Big Four of July week-end, John A. Fox, deputy regional OPS director for New England, revealed.

"Many persons are unaware that amusements, rides, restaurants, boats, motor boats, canoes, bathing suits, lockers, etc., are under OPS control," Fox said, "and we are making sure that the number of servicemen and vacationists who traditionally begin their invasion of New Eng-

land for the Sequel-centennial and a music festival.

Nightly shows of an historical nature would be given in the Auditorium in May and September.

**Steamboat Race**  
Special events would include a steamboat race on the Mississippi from Memphis and a dramatization of the historic Dred Scott decision in the room of the Old Courthouse in which the original trial was held.

In announcing the plans, Mayor Darst said, "The concept, the ideas and the benefits of this program cannot help but win support and enthusiasm. It should make 1953 a memorable year in our civic history."

Members of the joint committee, besides Jones, are Don O. Pike, chairman; Harry F. Meyer, Richard C. Lynch, Dudley A. Ravenham.

The corporation to carry out the plans will be organized soon.

land's playgrounds over the Fourth and want to have a little more control over their money, are being utilized by unscrupulous operators.

The check of funspot will be a continuing one during the season, the deputy OPS director said.

**Inspections On**  
Personnel making the check are carrying official credentials, and are surveying spots to ascertain whether prices are posted in a clearly visible position in each establishment, and if operators have a copy of their ceiling price.

Fox said that information obtained from squads of OPS checkers and visitors, who go a long way toward easing the strain on the pocketbooks of those with large families," he said.

Posted prices should indicate that they are "OPS Ceiling Price." They must be clearly visible and displayed in a prominent position. One must file a copy of their ceiling prices with OPS, and keep a copy available for inspection. Under contract also are such services as private renting of beach umbrellas, beach chairs, auto parking and picnic grounds, miniature golf, archery range and rifle ranges.

**Boys Beaches**  
First spots to be visited by OPS squads were Revere, Salisbury and Nantasket beaches in Massachusetts; second, Cape Weirs and lake resorts in New England; third, Orchard Beach, and other Maine spots; Cape Cod, Boston; Pine Island, Nantasket, N. H., Rhode Island and Connecticut; Nantasket, and Vermont spots on Lake Champlain.

## Heat Wave Gives New Eng. Spots a Banner Week-End

BOSTON, June 28. — A red one was scored by New England resorts Sunday (15) when the hottest day of the year was recorded here, with temperatures reaching 90. It was the first good week-end in May and June since more than a million persons was estimated, trekked to parks and beaches.

Paragon Park at Nantasket and Revere Beach were the favorites, with an estimated 275,000 fun seekers at the two spots. All available parking space was filled and cars forside and long lines in the territory scored heavily.

## GASPARILLA DAY RULED HOLIDAY FOR STEVEDORES

TAMPA, June 28. — The federal government has declared Gasparilla Day—the big one of the annual Florida State Fair here—a legal holiday, at least for 150 stevedores who work for a banana importing firm.

The ruling, announced Monday (25) in Atlanta by the regional Wage Stabilization Board, approved the day and slight other holidays for stevedores, members of the International Longshoremen's Association (ILA) and the Gulf Southern Corporation.

In its ruling, the board said that Gasparilla Day activities were so vigorous and attract such big crowds that "gaudiful occupations must come to a halt."

But the stoppage is no fault of the stevedores, the ruling concluded "it is appropriate that the day be observed as a legal holiday since the employer concurs."

## Regina, Sask., Up 20% for Summer

Continued from page 1

so that all hands could pitch in to expand the midway. Topper in that the U. S. but Restriction on the amount of money Canadians may take across the border also have been lifted. The fact that the Canadian dollar is up is a boon to U. S. shippers, such as the Royal Canadian Mounted Police, for the increased value of the Canadian Dollar.

This surge in business stems from the fact that the Canadian dollar is now equal in value to the U. S. dollar. Restriction on the amount of money Canadians may take across the border also have been lifted. The fact that the Canadian dollar is up is a boon to U. S. shippers, such as the Royal Canadian Mounted Police, for the increased value of the Canadian Dollar.

**Canadian Dollar**  
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## Juggler Meets President Attended

ALTOONA, Pa., June 28. — The fifth annual convention of the International Jugglers' Association, held at the Penn Alto Hotel here, June 16-16, was attended by President Dwight D. Eisenhower.

Much of convention time was spent in visiting orphanages, sanitariums and veterans' hospitals where impromptu juggling exhibitions were given. Highlighting the meet was the "Big Top U. S. annual show opened to the public. Proceeds from it were to be used for the American Business Club for distribution to charities. The show was produced and emceed by Vin Carey, and featured Lou Meyer, Paul Gordon, Carl Thompson, and Bandy May, and Francine and Rita Rose. Meyer was also toastmaster at the show, which closed Sunday afternoon.

Oliver Heinrich was elected president for the coming year, and Bernard J. Joyce was named first vice-president, with Floyd Dunne second vice-president. Other officials appointed were Charles Boyle, secretary-treasurer; Lou Meyer, chairman; Bill Talent and Carl Thorsen, directors, and Harry Lind, Jack Greene and Vin Carey, honorary directors.

The association voted to hold the 1953 convention in Erie, Pa.

dian dollar amounts to a price increase. They formerly had to discount the Canadian money for U. S. dollars.

## Huddle on Plans For New Orleans Cele in '53-'54

McMasters Confers With City Leaders For Second Time

NEW ORLEANS, June 28. — Plans for the Louisiana Purchase Sequicentennial Celebration here, 41st 1893-early 1954 advanced considerably this week with the arrival of Daniel M. McMasters, director of the Chicago Museum of Science and Industry.

McMasters conferred with members of the celebration commission and civic leaders with a view to making a survey of the local possibilities for the celebration.

The conference followed a recent meeting in Chicago of Masters and reps of the celebration commission after the latter had attended the Canadian International Trade Fair in Toronto. An international trade fair and an International Culture and Trade Center is proposed in connection with the sequicentennial celebration.

After conferring with local officials here, McMasters recommended optimistically on possibilities for a successful event.

William Zetmann is chairman of the local committee, Leon Irwin vice-chairman and Charles T. Barry, secretary. All three are members of the International Ho.

## Court Gives Hippo Keeper 65G for Loss of One Arm

NEW YORK, June 28. — A Brooklyn Federal court Tuesday (24) returned a verdict of \$65,000 for Robert H. Rawlins, 43-year-old manager, who was found hand was bitten off by a hippopotamus aboard a freighter inbound from New York to East Africa, almost one year ago.

Rawlins, a former circus workman, was assigned to duty on the beast as a crew member. However, on July 22, 1951, the sea-lion was so badly wounded by a hippo that he was sent to a hospital to be treated. He was later found dead in a cage to feed the animal.

Rawlins was later found dead in a cage to feed the animal. He was later found dead in a cage to feed the animal.

The hippo, consigned to the Trenchard Bird and Animal Company, was later found dead in a cage to feed the animal. He was later found dead in a cage to feed the animal.



## Earle, Ex-RB Giant, Writes Book of Poems

**'THE TURF'**  
'all electric race horse group game'  
Will get you bigger grosses. Automatic sound system—no caller needed. Operators tapping all records this year free information and photo.  
**ELECTRONIC GAMES**  
Greensburg, Pa.

GORDON, Neb. June 28.—A. G. Kelly & Miller Bros.' Circus this week was speeding eastward in a series of long jumps. The hops will take the show into Wisconsin territory.

At Lusk, Wyo., Saturday (21) Kelly-Miller had two near-capacity houses. At Gordon, Neb., Tuesday (24), it had a three-quarter matinee and a near-capacity night house. It will play Postville, Ia., on July 9.

At Richland Center, Wis., July 14.

Circus Historical Society's conventioners. CHS confab will be at Baraboo July 10-12, and the schedule includes a trip to the Kelly-Miller show. At one time, it was expected that Mills Bros. would be in Baraboo for the convention but that plan was changed.

Mich. Hollywood 28  
re Bldg. 6000 Sunset Blvd  
2-1100 Hollywood 9-5831

## PROMOTERS

Get on our Mailing List.  
Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Write name and address of the event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured assistance in underwriting. Write Arena-Auditorium Promoters, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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Occupation .....





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# FARS-EXPOSITIONS

## DOMINIANAS CROCHET ZONE TO OPEN CROCHET EXPOSITIONS

Will Be Ready Sept. 17, Showman Says; Year-Round Use Planned for 1953

POMONA, Calif., June 28.—Alto work on the permanent exhibit at the Los Angeles Fair is running six weeks behind schedule because of labor shortage, the \$500,000 installation will be ready for the opening of the 17-day event on September 17.

## 800 Events Set For Crochet Contests

NEW YORK, June 28.—Over 800 State, county and local fairs will participate this year in the annual National-wide Crochet Contest, according to the sponsor, the National Needlecraft Bureau. The contest, which is expected to draw over 100,000 entries, is open to all. The 16 classifications enable men, women and teen-agers to vie for the 32 prizes.

Selection of the best crocheted pieces in each classification will be made by judges at each participating fair and entered in the national finals to be held in Chicago the last week in November. The national champion will be awarded a prize of \$500 and all-expense trip to Chicago. A special man's award of \$100 and a free trip to Chicago will also be made. The other national prize winners of each classification will receive cash awards.

Each fair will award an engraved loving cup for the crocheted article in the "Best of Fair" and special blue ribbons will be given the winners of each classification eligible for the national judging. Extra awards of \$500 are being offered by the 1953 fair magazine for pieces of original design.

In early December, every article entered in the national finals will be on exhibit at Chicago's Conrad Hilton Hotel.

## Rodeo Scheduled To Replace Horse Show at Salem, Ore.

SALFEM, Ore., June 28.—A rodeo will replace the traditional horse show at the 52 Oregon State Fair, Lee Spitzharm, manager, announced this week.

The change was decided upon by the fair board after examining the cost of alterations to the stadium, that would be necessary to meet objections of the State fair marshal. Work would cost \$100 in addition to the \$100 salaries for extra help. An alternative would be abandonment of 57 stalls the fair board had planned to erect. The board decided to regard as vital for conduct of a first-class show. Spitzharm said the 1953 horse show resulted in a \$34,500 deficit. A new fair has been offered a guarantee of \$5,000 for rental of the stadium for a rodeo during the fair, Spitzharm said.

## MEN TO VIE IN CNE SNACK COMPETITION

TORONTO, June 28.—The Dogwood Bumped or late-evening type of sandwich makers will get a chance to show their inventiveness at the Canadian National Exhibition here, August 22-September 6. The Women's Section of the CNE will offer a mid-night snack competition. All supplies will be provided. The contest will get out only 10 minutes to whip up enough sandwiches for the judges' taste and eye-appeal will all count. With each of four prizes goes a solemn promise—no contestant will be asked to "his" or "her" own breaded delights.

12, according to Harry A. Illions, veteran parkman in charge of the new amusement ride.

The midway will occupy the 800 by 300 foot space used during the past two years by carnival playing the event. Illions' plan is to open the new zone in September and then again in April as a permanent park. The section used during fair time for the display of automobiles will be used for industrial piers during the summer.

Illions, operator of Celeron Park in Jamestown, N. Y., and the New Liberty Park in Buffalo, has brought the Phoenix Wheel, a Ferris-type ride, from the former spot. It is 120 feet high and has 12 cars with an individual capacity of 16 persons. This device is already up and is now being painted and given the finishing touches.

Also installed and close to completion are the Bono and Rapids rides. The carousel made by Illions' father, is up and permanent building is being constructed around it.

Buildings for the Magic Carpet and Lady of the Lake have been completed with the exception of the fronts. These are steel structures by 80 and 60 feet, respectively. Two other buildings, both 52 by 40 feet are to be installed by September. The Crystal Maze, Illions said.

Because of a late start in the construction of the midway, carnival season here is expected to start this September. The plan, however, is to have a full season of rides under permanent cover.

When the fair opens, Illions will have 22 rides in operation. A Loop-O-Car, a roller coaster and ready for installation as a Rocket Ship, a three-story roller coaster, and a two-kid ride are to be in operation during the summer.

Illions has a six year contract with the fair and will manage the midway. He is now in the concessions and shows in conjunction with C. B. Jack Afflerback, president-general manager, for the September opening.

During the annual's stand, the south gate will be used. However, in off-traffic years, the north gate will be used for this purpose. The parking facilities for 40,000 automobiles.

## Saskatchewan Events Accent Youth Programs

REGINA, Sask., June 28.—Farm boys and girls camps will be continued at Saskatchewan fairs this year despite the fact that the fair board has no livestock to work with because of hoof and mouth disease. The board has substituted a program which will include soil study and handicrafts for the boys and home economics for the girls.

## Start Work on New Paragould, Ark., Bldg.

PARAGOULD, Ark., June 28.—Work started this week on a 195, foot tall exhibit building for the Greene County Fair. The structure will be ready for this year's fair, according to Altho only \$7,500 of the estimated \$17,500 cost has been raised. Altho added that the campaign for money is continuing.

## Racing Org Chartered

HERNDON, N. C., June 28.—Henderson Speedway, Inc., here, has been chartered by the State to operate grounds for competitive racing. A total of \$100,000, with \$4,500 stock subscribed by J. Carl Johnson, Jr., C. Johnson, Jr., S. E. Ellington, all of Henderson,

will be available to industrial groups holding their picnics on the fairgrounds.

Illions is assisted in the installation of the equipment by Chas. Williams, owner of Tiny Little, Speedy Williams and Glenn Morrissey, men from his other parks. During the regular operation, the park will employ 125 persons.

## Predict 85% Toronto Net

TORONTO, June 28.—A profit of \$85,000 is predicted by Canadian National Exhibition execs for this year. A budget of \$23,114 was approved for 1952 and revenues were estimated at \$230,150. A special committee shaved expenses by some \$200,000 to make possible the anticipated surplus.

J. A. Northey, president, believes the surplus actually will be \$100,000 with the inauguration of further economies which are expected to be instituted upon the return of J. A. Northey, chief of works, who is in England. The 1952 net is expected to be \$485,000; admissions, \$813,000; grandstand, \$504,000; 1,000 concessions, \$240,000; women's department, \$148,000.

## Racing Out, Circus in at Altamont

ALBANY, N. Y., June 28.—A big top with free entertainment opposite the main gate, and a 12-rod circus will replace horse racing at Tri-County Fair here, which bows in the Eastern New York season, August 11-23.

Martin's Super Circus will play twice daily, beginning August 16, with all grandstand and seating seats free to children at every performance.

Featured on opening night will be Jose Chitwood's Hell Drivers. The event board expects attendance to top 50,000, with tentative plans calling for two days during which September 21-22, is sold out.

A member of the fair board said: "We did our greatest business last year. It has never been so profitable for the fair. We took in more than \$1,100 for that one performance, which was our top take for the week."

## SRO for Granges At Trenton Fair

TRENTON, N. J., June 28.—Grange exhibit space at the New Jersey State Fair, to be held here September 21-28, is sold out, according to fair officials. Of the 20 Granges which can be accommodated, 14 have never been exhibited. Only six of last year's entries will be on hand this year with 11 on the waiting list. As per fair's policy, these will be given priorities if they wish to enter in 1953.

## SYRACUSE UPS GATE TO \$1

SYRACUSE, N. Y., June 28.—New York State Fair has been hit by inflation. The 1952 admission price is \$1.50, compared with 25 cents in previous years. The exposition is scheduled for August 20-September 6. Tickets sold in advance for the week of July 14-20, at 50 cents a day, compared to a previous cost of 35 cents.

## Fair Dates Michigan State Cuts Coliseum Ticket Prices

DETROIT, June 28. Reductions in admission charges for Coliseum shows at the Michigan State Fair this year were voted this week by the fair board. Adult tickets will be priced at \$1.20, compared to \$1.30 last year. Children's tickets to get on 60 cents, half the price in '52. Move was made to hike attendance in the large building. Fair's premium books, which list prices of \$110,000, an increase of \$5,000 over last year, are slated to be mailed July 7. Several new classes of horses and sheep will be included.

**Arkansas**  
Benton-Lafayette Co. Fair, Sept. 8-13.  
J. A. Thomas, Secy.

**Colorado**  
Culberson-El Paso, Fair, Sept. 23-24.  
Fred W. Wagner, Secy.

**Ill.**  
Lafayette-El Paso, Fair, Sept. 11-12, T. T. Bahnsen, Secy.

**Missouri**  
Phillips Co. Fair, Aug. 14-15.  
M. Art Fair, Secy.

**Nebraska**  
Lafayette-El Paso, Fair, Aug. 10-11.  
Allen R. Fair, Secy.

**North Carolina**  
Lafayette-El Paso, Fair, Aug. 10-11.  
16-20 Dennis Washington, Secy.

**Georgia**  
Monticello-Fair, Bureau & C. H. Chittenden, Secy.

**Idaho**  
Butte-Coeur d'Alene, Fair, Aug. 11-12, Sam R. Taylor, Secy.

**Washington**  
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**Wisconsin**  
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Coeur d'Alene, Fair, Aug. 11-12













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| c/o Snapp Greater Shows, Clinton, Iowa | Flint 5, Mich. |
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## Midway Contab

# W. R. GEREN: Presents

## HOOSIER STATE SHOWS

## WANT:

For Indiana's largest Street Fair, Marion, Indiana, July 7-12. Matinee each afternoon with parades. Free acts, prizes given away each day and night. 2 Bicycles each day.

## WANT:

Hanky Panks: up to 14 foot. \$51.50 each. SHOWS that can set on streets, 35 per cent after tax. Free foliage and deposit now.

W. R. GEREN, Greensburg, Indiana

While playing Edmonton, Alta., J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros. Shows, was at a dinner in the show train Thursday (12). Guests were:

Fred James, president Jenner Motors, Ltd.; Frank Filbeck, coach, Eskimo Football club; Reg Janssen, chief of police; W. Hawzlik, mayor; W. Noakes, president, Queen City Meat Market; A. Carlson, president, A. V. Carlson Construction Company; Gordon Northfield, head of the income tax division; J. Hantz, department of transport; James Edmond, manager, Edmonton Exhibition; J. Calhoun, president, King Edward hotel; A. Franks, deputy manager of highway; J. Patterson, manager, North West Brewery; B. Seacor, industrial and Road Equipment, Ltd.; R. Mathieson, president, North West Purchasers, Ltd., all of Edmonton and D. W. Douglas Robertson, Red Deer, Alta., secretary-manager of the Red Deer Exhibition.

Caroline Holt, first vice-president of the Ladies' Auxiliary of the Hot Springs Showmen's Club, takes pen in hand to point out that one of the big projects in the life of Viola Fairly before her death had been to raise funds for a monument for the club's cemetery. "Viola had a great understanding alone and was determined to put it over this year. We feel we must honor her memory, especially determined to put it over this year in her memory," said the vice-president.

"As we are such a small organization it is impossible to put it over without the help of her many friends and I am writing the various shows to see if they will give a benefit and thus raise the needed money."

Mrs. Verna Avery responded Avery's Modern Shows last week at Plackney, Mich., after going to the winter quarters at Royal Oak for two weeks, due to scarcity of suitable locations in the area.

Jimmie Stavans, veteran cook house operator, who tops the list of the Pacific National Exhibition, Vancouver, B. C. with the largest under-canvas layout this year, has the joint joint with Dave Morris' Spectacular Shows this season. "Fred Christianson who with Mrs. Chrmas had the candy floss concession on Crescent Shows for the past several years while under Harry Mayorsberg's ownership, is confined to his home at Langley, B. C. with a severe attack of neuritis—Wallington Copeland is electrician for Spectacular Shows."

Mrs. Ina Beckwith, wife of Curly Beck with, Tulsa-Wheel foreman on the Morris Hannum Shows, is recovering from a recent appendectomy at Northampton, Pa. . . . Philip B. Meigs recently with his frozen custard.

LOYD D. SERFASS, owner, Premier Shows, last week took delivery on a new Cadillac. Recent visitors to the Premier outfit were Joseph Walsh and Basil Lopes, Allied Promotional Company; Roy B. Jones, Pepsi-Cola Company; Mr. and Mrs. Paul Farrer, Mansfield (Pa.) Fair; and Al Boxall, Mrs. Maynard, N. J., at the start of a vacation that will last several weeks. Mrs. Virginia McGee and Mrs. Buster Westbrook are vacationing in St. Louis.

Jimmy Fay, who has joined Model Shows, gave a watermelon party recently for Bobby Kork with Charles Zene, Ted Allan, Robert V. Gale Summers, Charles Smith, Ted Grimm, Cora Hall and Caladella attending. Sgt. Thomas E. Ashton, formerly a concessionaire in the fair, now is with the 7th Infantry division in Korea.

Line-up of the Pals Korries No. 2 Side Show unit on Wallace Bros. Shows, Canadian midway, org. follows: Manager, Dan Korries; lecturer, magic, Don McLeaver; juggler, Genia Felt; electric lady, Orlando; glass, Dick Manley; monkey girl, Ahla; clown, Orlando; vtr, Lucas Montas; milk camp, Norman; strong man, Ramus; Natus; octopus man, Goodlow Grisby.

Unit joined at Winnipeg and played still dates there and at Edmonton and Regina prior to starting the 14-day tour of the Western Canadian C&S fairs circuit which ends at Prince Albert, Sask., August 9. Plans to make his annual show-visiting trip in the Midwest over the July 4 week-end. Recently, Cohen visited Seneca Playland, Geneva, N. Y., where the Rene Di Marco Concessions were in operation, and also the Gay Shows at East Rochester, N. Y.

Max Cohen, secretary of the American Carnival Association, infor from his Rochester, N. Y., headquarters, says he plans to make his annual show-visiting trip in the Midwest over the July 4 week-end. Recently, Cohen visited Seneca Playland, Geneva, N. Y., where the Rene Di Marco Concessions were in operation, and also the Gay Shows at East Rochester, N. Y.

Mrs. Gladys McAllan, wife of George McAllan, manager of Paul's Shows, was a recent week-end visitor of Mr. and Mrs. John T. Hutchins at Independence, Mo. Mrs. McAllan is the daughter of Mrs. Hutchins. She has joined the Hutchins' Museum with two acts, which brings the total number of acts with the unit to 10. . . . Personnel of the Veterans Unit Shows includes: Charles W. Jones, Jr., J. McDonald, owners; Mrs. Charlie Carroll, Mrs. Jack McDonald, Mrs. J. E. Evans, Mrs. J. E. Evans, Mrs. Mary Watkins, Mr. and Mrs. Paul Chesole, Mr. and Mrs. Harry Benson, Mr. and Mrs. Bill Holland, Dick Carson, Jack Bradley, Pop Harris, Nellie Hallett, Mr. and Mrs. J. E. Evans, Mr. and Mrs. Sam Mitchell; Blackie Hieson, Merry - Go - Round former, Blackie Rowley, Ferris Wheel former; M. F. Morey, kiddie rides.

Johnny Hatfield, pro prizefighter-wrestler, who died June 11 in Kansas City, Kan., had toured with many carnivals, including the Patterson-Kline Shows and the John Francis Shows. He himself also had an athletic show on the Klatskan Bros. Shows for several years.

M. H. (Spot) Mason, who last year operated the Star-Lite Shows, Philadelphia, Pa., is now in Park in Moline, Ill., where he has seven rides in operation and a string of comedians. He reports business good to date.

Foot trouble has put George E. Wilkinson, this year with Vivona Bros. Shows, in St. Jeron Hospital, Philadelphia. He would like to hear from friends, who may address him care the Senator Hotel, Philadelphia. . . . Al Edwards, of the Dumont Shows, reports he recently underwent an unsuccessful nose operation in McKeesport (Pa.) Hospital. . . . Scooty the Bagger visited New York before joining the King Reid Shows recently. Making the trip with him was a clown named the Scooter, from Gotham by plane for South Atlantic.

While playing Clarksville, Tenn., recently, the Virginia Shows, Robi Red and Hedy Jo Strates, had a benefit performance at Fort Campbell Army base in Kentucky. . . . Peggy Ewell has been touring with the Virginia States Shows, marking her 29th year on the road. . . . Rondell Grey, who is touring with the United States Shows, left recently for Pennsylvania to open a night club he has taken over as advance man on DuMont Shows. . . . Harvey (Doc) Arlington, veteran carnival attraction, who is touring with H. Drew Shows as publicity agent and assistant office manager at Sturtevant, O., visited the fair last week-end. . . . The Up-town Theater, Seneca, Mo., and then moved to the Dan Theater, Mansfield, Ill.

Mr. and Mrs. Ted Williams, caterers operators on the J. W. Strates Shows, gave a combination wedding—birthday celebration party in their eatery Tuesday (24) night during the Virginia Show stand. Mr. and Mrs. Ray Purdy, the newweds, were gifted by members of the caterers' fair by presents by Ari Lewis. Birthday congratulations were offered those members of the party. Lorena Purdy, Harbri Sanchez and A. J. Smith, all of the party, were Mr. and Mrs. W. Watson.

(Continued on page 64)



## BLUE GRASS SHOWS

FEATURING THOROUGHBERED ENTERTAINMENT

**WANT**

FOR 16 BONA FIDE FAIRS AND CELEBRATIONS STARTING AT THE JOHNSON COUNTY FREE FAIR, FRANKLIN, INDIANA, JULY 7, INCLUDING THE SOUTHERN ILLINOIS STATE FAIR AT DU QUIN; MID-SOUTH FAIR, MEMPHIS, TENN.; AND AMERICAN LEGION FAIR, CARLISLEVILLE, MO.

**WANT**

Legitimate Concessions of all kinds. Sid Cuts that work for stock, short range, fish and Duck Ponds, High Strain, Ball Games and other Nanky Panks.


**WANT**

Non-conflicting Shows of all kinds with own transportation and equipment.

Can place First and Second Men on all major fairs, must drive semi and be licensed. Top salaries and bonus.

**LUCHIE CROWD GET IN TONIGHT—MAYN GAD PROPOSITION. WIRE ME COLLECT**

Address—C. C. GROSCHTUB, Mrs. Gary, Ind., this week



## JAMES E. STRATES SHOWS

**CAN PLACE FOR LONG RUN OF FAIRS**

Starting last week in August, ending in mid-November. Organized Modern Show. Will furnish complete frame and wagon. Will track and tractor drivers. Ride Foreman and Ride Help. Riders and Train Hands. Jack Hoffman can place Chorus Girls. Ticket Sellers that make record operation and money.

York, Pa., Interstate Fair

Cleveland County Fair, Shelby, N. C.

Asheville, N. C., Fall Festival

Southwest State Fair, Charlotte, N. C.

Denville, Va., Fair

North Carolina State Fair, Raleigh

York County Fair, Rich Hill, S. C.

Charleston, S. C., Fair

North Florida State Fair, Jacksonville

Reply to JAMES E. STRATES, JAMES E. STRATES SHOWS  
Johnson City, N. Y., this week; Schoenady, N. Y., July 7 thru 12.

## DENVER FAIR SHOWS

world's • cleanest • midway

**NOW BOOKING!!** FOR ALL FAIR DATES—RED LIONS, PA. FAIR, JULY 14-19; SELKINSBURG, PA. FAIR, JULY 21-26, AND SOLID FAIRS TO NOVEMBER 15.

**CONCESSIONS**

**SHOWS**

**RIDES**

**HELP**

All kinds of legitimate HANNUM FAIRS. CAN PLACE IMMEDIATELY FRENCH FRIES AND DERRY RACER.

Can place Men to take complete charge of Snake Shows; prefer one with own organization. Will furnish large top and barriers. Also place Arcade, Lite Show, Mechanical City or any show not coming.

Can place Little Dipper, Hippodrome or Spiffing for long drive of profitable takes.

Can always use clown, village Ride men who drive semi.

Address all mail and wires to LLOYD D. SERFASS, Con. Mar.

All phone calls to HARRY (BUSTER) WESTBROOK, Buss, Mgr.

Lafayette Hotel, Luck Haven, Pa., this week; Altoona, Pa., next week; then all solid fairs to November 15.

## SPRING MILL FAIR, JULY 9-19, CONSHOHOCKEN, PA.

Nine Terrific Days

### CAHILL FIELD FAIR, JULY 21-26, BIGGEST CATHOLIC DATE IN PHILADELPHIA—3 AUTOS GIVEN AWAY

**WANTED**

SHOWS: Funhouse, Monkey, Mechanical City, Midget, Illusion, Arcade or any shows entering in women and children.

CONCESSIONS: Limited space available for straight sales of merchandise, Wm. mannequined Hats, Photos, Jewelry, Age and Weight.

HELP: Ride help who drive semi.

All replies:

## MORRIS HANNUM

Care Western Union, Ephrata, Pa.

**AGENTS — WANTED — AGENTS**  
**FOR CENTRALIA, ILL., 4TH OF JULY**  
 And 16 Pairs and Catechisms in Illinois, Tennessee and Alabama.  
 For Fish Pond, Bumper, Ball Games, Sea Spinolas, Cocks, Short Range, Hi-Striker  
 and others.  
**WENDELL R. PIERCE**  
 Care GEM CITY SHOWS, Centralia, Ill., this week.





13-17. Contact FRANK LA VALL.

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## JULY 5, 1952



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## RAIN CAPES

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Get stocked up now for rainy days at football games, parades.

political rallies, all outdoor events. When it rains, how the money pours in.

**\$17.50** PER CASE.

Or \$100 per 1,000, only 10 cents each. Samples, 3 for a dollar.

Money Orders and Inquiries to:  
**AMUSEMENT**

**ENTERPRISES**  
121 East Exchange Ave.

Fort Worth, Texas

# Winn-Dixie

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## SUPPLIES

**and EQUIPMENT**

**7 & 10 Color Specials**  
**4.5¢ & 7¢ up**

Midgets 3,000 series—7 colors  
Paper & Plastic Markers  
Wire & Rubberized Cages

Pencils—Crayons—Clips  
5 x 7 Heavyweight Cards  
Electric Blowers & Flashboards

Lapboards made to order

**JOHN A. ROBERTS** CO. INC.  
817 Broadway, Newark, N. J.

Imported Swiss Slop

**CHRONOGRAPH**  
with 3 Push Buttons  
from \$22.00

Lots of 12... \$3.25 ea.

... of 6 . . . . 3.35 ea.  
... Arrived! Highly Pol-  
ished (very shiny).

Chronograph with Calendar \$1.89 extra.

**Special DELUXE SET**  
for Gold Chronograph—consists of Chronograph with expansion band, cuff links,

Key chain, tie clip in fancy case, \$7.95 ea.  
New catalog available.  
10% Disp on C.O.D.'s—non-rated firms  
No orders under 4 watches add \$1.50 ea.  
P.O.# 134-0001

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MERCHANDISE?**  
Our prices defy competition!

ELECTRIC APPLIANCES, ROGERS SILVERWARE, CUTLERY, GIFTWARES, CLOCKS, PREMIUMS, NOVELTIES. State business when writing for Catalogue!

**REBEL SALES CORP.**  
264 Canal St., Dept. 8, New York, N. Y.

**PHOTOS** ARTIST'S  
PIN-UP  
EARL CABBOLL  
A.C. RICHARDS

**150 POSES—ONLY \$1.00**  
includes 50 Guys & Gals in miniature,  
levar Photos, 50 Artists' Models, 99 Un-

**GAYCO, 448-K N. Prier St., St. Paul, Minn.**

















## BB to Probe A Union in Cafe Case

LOS ANGELES, June 28.—The National Labor Relations Board will investigate charges made against the International Brotherhood of Electrical Workers, Local 1032, and its business representative, H. G. Sherry, according to Norman Greer, NLRB field examiner.

The local and the agent are defendants in a charge made by Mrs. Arlie Bray, cafe manager, of coercion of employees, secondary boycott, and featherbedding or using a picket line in connection with a strike attempt. The case involves the installation of a music machine in Mrs. Bray's Atlantic Cafe.

Mrs. Bray based the charge on an incident June 10, four days after the strike of the cafe. She said she decided to replace the music machine in the cafe and called Larry Collins, Whittier operator, who, Mrs. Bray declared, agreed to install a new 100-selection photograph on a profit sharing basis.

Mrs. Bray further charges that Sherry later appeared at the cafe and demanded that she use and pay \$18 weekly gross on the music machine, as asserted by Pete Pellegrino. Unless the proposition was accepted, she said she was threatened with joining Union.

When she refused, Mrs. Bray contends, Sherry countered with a proposition that she join the union and pay \$18 weekly gross and then \$7.50 per week to the union "whether or not any service on the machine was needed."

A picket was placed in front of her cafe Tuesday (17), Mrs. Bray said.

In her allegation, filed at At-

## Court Denies Def. license On Bowl Game

DETROIT, June 28.—A decision was handed down in Circuit Court here this week by Judge Miles N. Culehan, denying the petition of the Automatic Amusement Company to compel the city of Detroit to license Bowl-O-Matic games. The judge ruled that the police department did not abuse its discretionary power, under a city ordinance, in refusing a license for this type of game. The petition for a writ of *habeas corpus* was denied.

The plaintiff company owned by James Robson, John R. Plesant, and Samuel A. Meli, was joined in the action against the city by the Sanderson Bros. operating in the city, and Mercurio, as a location seeking to have the game on the premises.

It was considered likely in trade circles that the issue might be carried to the Michigan Supreme Court.

## Purveyor Sets Full Schedule For July-Aug.

CHICAGO, June 28.—Purveyor Shuffebarger Company will be in the city this week and staff members will take vacations on a staggered basis, President Herb Perkins announced Friday (27).

Purpose of the program, Perkins said, was to keep the shipping and shop departments at full scale operations and therefore to provide steady service throughout the summer.

Person handles a wide variety of coin-operated machines. The recently appointed distributor for American Shuffebarger's Bank-Shot in this area.

torney William Walsh, Mrs. Bray stated that she is "being restrained, intimidated and coerced" and that she has filed the charges upon three sections of the Taft-Hartley law.

In making the charges, Mrs. Bray named the IBEW, Local 1032, as the defendant but pointed out that the IBEW, under the alias Harold Gladstone Sherry, is the agent. She added that on information she believes that "George F. Bevan" was convicted of robbery in Cleveland in 1931 and served 14 months in the State Reformatory in Mansfield.

It also claimed that in 1930, he was indicted on two counts of robbery and one of burglary, tried in the Superior Court in Cleveland.

(Continued on page 42)

## REVIEW STEADY GROWTH

### Exhibit Supply Marks 51st Year in Trade

CHICAGO, June 28.—The Exhibit Supply Company completed its 51st year in the coin machine industry this week because of the pre-occupation of all staffers with both defense and the Big Bronze expo, no special ceremonies marked the occasion.

Organized in 1901, when the Indian head penny, the firm's trade mark, was the key coin in the arcade industry, the company started in a rented production area consisting of two small rooms. The real expansion of Exhibit Supply began following the arrival of the Frank Menzies as a firm partner in 1907. He eventually assumed full control in 1910.

Shortly after World War I, in 1919, Meyer added a line of Penn Arcade specialties, one which marked the firm's major entry in the coin field. Virtually overnight, Exhibit Supply, aided by Meyer's creative capacities, became a major manufacturer of arcade and amusement game lines. Meyer remained in full

## Enlarge Empire By Remodeling

CHICAGO, June 28.—Empire Coin Machine Exchange has completed a modernization program on the front of its Milwaukee branch building. The remodeling alteration added several hundred square feet to the firm's main show room and executive offices.

Empire Coin is headed by Gil Kitt. The firm was appointed distributor for the Greater Chicago Exposition for the last week (The Billboard, June 24). Kitt, president and general manager, is the upright unit called 400. This is the game with the "Victory" design on the coin. Coin, recently completed rigid field tests.

## Conn. Game Co. Seeks Charter

HARTFORD, Conn., June 28.—Pleasure Land Amusement, a new Connecticut game firm, has filed a certificate of incorporation with the secretary of State here. The \$12,500 capital stock is held by four men: Louis J. Mathewson, treasurer, Julius I. Sherif, and secretary, Herb Perkins. The firm is in London, will handle amusement machines at Ocean Beach Park, New London.

## Form New Coin Firm

GREENVILLE, S. C., June 28.—B & W Coin Machine Operators has been incorporated here with a capital stock of \$5,000 to operate coin machines. Thomas E. Worley is president.

## GOUDSMITH, HUB FOUNDER, DIES

BALTIMORE, June 28.—Aaron Goudsmith, founder and for many years president of Hub Enterprises here, died June 28 at Offutt's Memorial Home, Cockeysville, Md. The 62-year-old former coin and retired four years ago when he was stricken with a heart injury necessitated his entrance into a convalescent home.

Goudsmith had been a pioneer in the Baltimore coin machine field, having started a manufacturer of miniature pool tables. Later he became a distributor of automatic photographs and pin games for some of the leading manufacturers.

Goldsmith was well known to local coinmen, many of them contributing their aid to his success in the business to his encouragement and guidance. Surviving are his widow, Gussie, of Baltimore.

Control of the firm until its incorporation January 1, 1935. He was then elected president, a post he filled until his death in November, 1948. Two other long time firm executives, Percy C. Smith and John Chubb, also presidents, also passed away in 1948.

Key Staffers Currently, Exhibit Supply is headed by Ford Seabastian, executive vice-president, elected to that post in January, 1950, following an illustrious career in the coin and refrigeration, food and tool fields. Frank Menzies is the sales manager and this capacity has visited coinmen in virtually every city in this country and Canada. (Continued on page 43)

## Begin Gottlieb Plant location In Mariettes

CHICAGO, June 28.—D. Gottlieb & Company is maintaining a construction crew erecting emergency equipment and parts requests during the present vacation. The firm expects production operations following the completion of June Friday (27) and will resume full scale output Monday, July 14.

Note and Sol Gottlieb are among the key sales staffers on hand during the vacation period. The firm introduced last week a new five ball game, Four Stars (The Billboard, June 28).

## San Antonio Ops Warned On Licenses

SAN ANTONIO, June 28.—Following a survey by the city licensing department, operators were warned a crackdown on the police was in the offing if they did not purchase license stamps for all games on location.

The warning was issued after the survey disclosed 350 units without licenses and 230 typical locations.

## Name Badger Watch Distrib

LOS ANGELES, June 28.—Badger Sales Company here will be in the city this week. The firm is a subsidiary of Gruen watches to the premium division of the coin machine industry. The firm is a licensee of the local premium section, said.

The deal was closed with Dan Greding, manager of the industrial division, representing the Gruen Company, Cincinnati.

## BAND BOX DEMAND UP

### Chicago Coin to Keep 2 New Games on Line

CHICAGO, June 28.—Alto Chicago Coin Machine Company originally scheduled its new 6-Player Match Bowler as the eventual successor to the 6-Player Deluxe Bowling Alley, the virtual heavy demand for both units has resulted in the production of a standard needs basis still further notice, Owners Sam Gensburg and Sam Wolberg announced. Meanwhile, the firm also stepped up its production on the Band Box.

The 6-Player Deluxe Bowling Alley was introduced in May and was the initial Chicago Coin machine to feature easy to read dial scoring. It immediately proved to be one of the firm's most popular, with the operator in trade. Match Bowler, debuted two weeks ago (The Billboard, June 21), is the only six player game built around the machine score idea and introduced the double matching score idea to shuffle bowling play.

Band Box Sales executives Ed Levin and Sam Lewis disclosed that while interest had picked up in the Band Box unit, much of the new business stemmed from Canadian sources. The Band Box was introduced in Canada by Donald Fielding & Company which has offices in Ottawa, Windsor and London, all in Ontario province, and the Toronto Trade Mart, Toronto. Lewis emphasized that shipments were being made both to Eastern and Western Canada. The Band Box is a seven piece band of miniature figures and is

## NEW LOCATIONS

### Defense Work Expanding In Mariettes

ST. JOHN'S, N. B. June 28.—Defense operations by U. S. and Canadian firms in the Northeast have greatly improved coin machine conditions in the maritime provinces.

Coin-operated merchandise of various kinds, also and games have been introduced in the area for workers in the Northeastern regions, including Labrador. The construction is for the U. S. government, with workers transported by air and steamers from Lander, Trebay, St. John's, Harmon Field, on Newfoundland; St. John's, on Nova Scotia; and Dartmouth, in Nova Scotia.

The firm is also operating in New Brunswick, from Charlotteville and Summerside, and in the Gulf of St. Lawrence, from St. John's, New Brunswick, and from Quebec and Montreal, in Quebec.

Many workers are spotted thru Labrador, both along the coast and inland. The contracts are for docks, road, artillery emplacements, iron and coal mines, lumbering, harbors, etc.

Indians and Eskimos are seeing the machines for the first time, first time, the games and vendors having been placed in use not only in the maritime provinces, but in Baffin's Bay, Hudson Bay, Greenland.

Indians and Eskimos, who appeared to be afraid of the coin machines when they were introduced, the polar areas have become accustomed to them to a large extent. Some of them have been placed in the villages composed of ice and log huts.

built on a typical band stand measuring 4 by 2 feet. Unit is equipped with its own draw curtain, which automatically opens at the beginning of a tune and closes when the record is finished. It can be hooked up with any regular juke box or hidden in a standard juke box speaker. Each time a coin is dropped in a music box connected with the standard box, the curtain parts and the bandmen, playing different instruments, simulate the movements of regular bandmen. Because of the different speeds of their movements, the machine bandmen appear to keep time with any tempo. Operators who have used a play stimulator on a regular basis have found it increases play sharply.

## Midwest Steel Strike Regions Feeling Pinch

### Early Play Rise Tapering Off; Location Biz Hit

GARY, Ind., June 28.—The initial spurt in amusement play which resulted in the first two weeks of the steel strike in the Gary-Hammond area has gradually leveled off to a point where most operators report receipts below normal.

When the labor dispute started in Gary, locations in the area were hit by the steel strike by the idle workers and coin-operated play was getting up far above the seasonal average. However, at the time it was apparent that the steel workers were watching the workers did not believe the strike would last. This was based on a general feeling that the emphasis on defense production would bring an early end to the dispute.

As the strike entered its fifth week, workers in allied industries were laid off and as a result the steel workers were beginning to feel their money carefully and spending only for essentials.

If the strike were to end suddenly in the next week, it was pointed out, there would still be a lag before normal location business picks up.

## Monarch Owners Fete 1st Year Of Partnership

CHICAGO, June 28.—Monarch Coin Machine, Inc., celebrated its first year in business under the partnership of the late Harry C. Nemeroff partnership. The pair purchased the distributing rights for Boy Based on the year, and moved to new headquarters at 2351-59 Lincoln Avenue, Chicago. Nemeroff have been at the Monarch since only 12 months both in the coin business and in experience as sales executives in the coin machine industry, following World War I. (Continued on page 43)

## CALENDAR FOR COINMEN

July 3.—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.  
July 7.—Illinois Amusement Operators' Association, monthly meeting, 201 W. Madison Street, Rockford.  
July 7.—Amusement Machine Operators' Association of Greater St. Louis, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
July 10.—Music Operators of Northern Illinois, monthly meeting, 1111 N. Dearborn, Chicago.  
July 23.—Recorded Music Service Association, annual golf party, Bunker Hill Country Club, Chicago.



## RR SANDWICHES CLICK

## Rock Island Road Service Adds Vendor Units

CHICAGO, June 28.—The Rock Island Railroad's vending machine program, started last November (The Billboard, December 1) on the suburban Rocket train, has to date expanded to include 12 sandwich vendors on seven suburban trains and thru trains. Following initial adjustments and elimination of one equipment type, railroad spokesmen indicated this week that the vendor program is a permanent one and is scheduled for expansion.

As now planned, the Rock Island

land program will revolve around sandwich vending. Starting in January, the Chicago-Joliet Rocket seven months ago, sandwich vendors are now being placed on one or more cars of the four Peoria Rockets, two Des Moines Rockets and two Rock Island Rockets. Eventually, it is planned to have the vendors on all of the road's 27 Rocket trains.

## Standee Factor

The hot coffee vendor originally installed on the Chicago-Joliet train last year has been removed. This was not due to lack of potential demand, nor dissatisfaction with equipment or products vendable, but to "human nature," according to the railroad, because there were numbers of "standees" on the Chicago-Joliet train, commuters who had seats would be losing them to walk to the coffee and doughnut vendor in another car.

Sandwiches are another matter, as they can be carried to seats upon entering the train for consumption later.

In addition to the low volume of coffee sales (amounting to \$4 to \$5 per week after the first week of installation), the cost of keeping the car hooked up to a steam line between runs proved high. Installation cost of the simple coffee vendor, it was stated, was \$900.

The sandwich vendors, unencumbered by the standee problem, have no hook-up problems or costly maintenance. Rock Island officials said the machines, owned by Rock Island, are serviced by dining car stewards.

Fresh sandwiches are stocked in the vendors before the start of the suburban runs and prior to midtime on the thru trains. While the Rock Island stated it expects to make a small profit on the vendors, sales of 25-cent sandwiches had been such that the machines were returning a profit, spokesmen indicated.

## Blue Sky Promoters Step Up Poor Locations, High-Cost Eqpt. Reward Hopeful Get-Rich-Quickers

CHICAGO, June 28.—"Blue Sky" promotions have become a major force for unscrupulous salesmen and their equally unscrupulous agents (usually advertising firms) during the last two years. Buying up quantities of nationally-known equipment usually bulk nickel vendors, these men offer multiple machine deals to the general public and promise fantastic profits, such as \$400 to \$800 net per month for part-time work.

Most of the deals include "machines on location," where the buyer paying a fat fee for the privilege of taking over a "going route." Latter most savvy consists of the poorest possible types of locations, by-passed by the established operator, because

they are easily obtained by the promoter's "location-getters."

**Editor's Note:** This is the first in a series of articles citing shabby practices by a minority of promoters in the vending field. Subsequent articles will deal with a specific area of activity, in which the "bavest" "blue sky" activity has been centered. Next week, the Detroit picture will be discussed.

While the average "taker" from a gullible promoter seeking "easy money" with little work is \$600, this has been increased to several thousand dollars in some instances. One New York promoter, for instance, took a would-be operator for \$5,000.

The deal involved gum machines in general locations. The "victim" figures that with persistent pulling and a relative lack of equal effort, he can recoup his money in from three to five years. Then, he has been content to make a profit on his investment.

Blue Sky Areas  
To date, however, few "blue sky" promoters have desisted (Continued on page 88)

## Thieves Hit Route Trucks

INDIANAPOLIS, June 28.—The theft of coins from vending machine service trucks has been on the increase over the past several months. Two of the most recent thefts occurred here and in Philadelphia in the last week. Automatic Sales Company sustained a loss of \$400 when the coin-vending route truck was robbed. The driver reported upon returning to the vehicle that the thief had seen two men run from the truck; he found the wire net used to catch the thief and merchandise sections had been cut and the money bag stolen.

In Philadelphia, a cigarette service truck was driven off and broken into. Approximately \$1,500 in coins was stolen while the driver was making collections. The vehicle was later found several blocks away.

## Night Tennis Via Coin Lamp

PORTLAND, Ore., June 28.—The Portland city council has approved a coin-operated night tennis courts in Washington Park. Five 3,600 candlepower lamps have been ordered for each court. For 25 cents the lights operate for 40 minutes of night tennis.

## Mass. Eyes Cig Tax Stamp Use

BOSTON, June 28.—A study by the Special Commission on Taxation on cigarette tax stamps scheduled for debate in the House shortly. Rep. Howard Whitmore Jr. (R) sponsored the move which would mark the third time that the commission had the bill.

Rep. John M. Shea (D) supported the move, claiming that thousands of dollars are being lost to Massachusetts because so many cigarettes are being sold at military installations.

Rep. Shea estimated that the yield alone from cigarettes could be increased as much as \$3 to \$4 million dollars annually if each package were stamped. Under the bill the State would pay an additional \$25,000 to wholesalers.

## Lucky Strike Won't Join King-Size Stakes

NEW YORK, June 28.—The American Tobacco Company, its president, Paul M. Hahn, this week has denied any possibility of changing its Lucky Strike cigarettes to king-size. Hahn's statement to this effect came in response to a question asked when it was rumored that another of the Big Four cigarette makers, L. H. Chesterfield's entry into the king-size market. Lucky Strike is already the only one of the two.

American Tobacco already made a big bet on king-size smokers. Fall Mall and Herbert Tareyton, which between them hold more 90 per cent of the king-sized sales.

According to Hahn's statement,

## INDUSTRIAL ROUTES HIT

## Reduced Plant Forces Cosing, Cut Grosses

CHICAGO, June 28.—With the steel strike going into its fifth week, other than mill facilities are feeling the impact of the growing metal supply shortage. Operators with steel-using plants are being shut out, beginning to feel the effects of the strike as employee ranks are reduced. The situation is similar, however, unlike the straight mill location where equipment cannot be reached for service or for removal because of picket lines. The situation in non-mill plant installations remains open to the operator.

When plant locations can still be serviced, reduced staffs in affected plants mean market sales declines. Operators have indicated they

would remove some equipment in such plants that are closed down entirely pending resumption of full production.

## Ops Hits

Hardest hit operators are those in the steel mill centers, such as Gary, Ind. and the Pennsylvania area, etc. In addition to their truck mill locations, they are finding their transient locations returning lower grosses as mill workers' picket lines prevent their families reach their spending.

However, with the strike causing steel-using industry in general and its allied supplier firms to step down operations, operators in all major industrial sections of the country are or will shortly be directly affected. Examples are General Electric's Hotpoint, Inc., subsidiary, which this week began shutting down its civilian appliance production. A spokesman said some 4,000 Chicago area workers would be affected. Many firms in direct production are also reducing workers' staffs. Cleveland firm, Yoder Company, curtailed (Continued on page 81)

## Annual Vacations Shutter Eppy Co.

NEW YORK, June 28.—All plant and office operations of Eppy Co. in Canada, Jamaica, L. L. plastic charm manufacturer, will be suspended from June 27 to July 6, or employee vacation period.

Eppy leaves July 6 for a four-week trip to Canada where he will visit with old accounts as well as establish new ones.

## Associate Operator Pan Gans Ground 49 Routes Make Up Howard Ailor's Ascovend Program; Cite Details

receives a five year operating lease.

Details of the plan are: Ailor and the associate share cost of the equipment on a 50-50 basis, for which the associate will receive 37 1/2 per cent of each net receipt (after payment of commission). If the associate performs "management" duties on equipment, he will receive 50 per cent of net receipts, bringing his share of the net earnings to 62 1/2 per cent.

Lease Bancroft, Inc. The five-year lease is renewable at the option of both parties. All equipment is on location and operating at the time of the initial agreement between Ailor and the associate. The cost of the comprehensive insurance coverage (by Hartford Accident & Indemnity Company) is divided between Ailor and the associate.

Currently, Ailor has associates operating in all sections of the country. Locations include leading hotels, five and dime and restaurant chains, etc.

Ailor stated that extensive character and general background checks were a prerequisite for new associate operators. He pointed out this was because they have full control of all collections, personally are responsible for the division of profits on the stated percentage basis. The plan was first mailed at stated intervals to the Ascovend headquarters in Toledo.

## Candyman, OPS Meet on Controls

WASHINGTON, June 28.—Members of the Candy and Related Products Industry Advisory Committee met Friday (30) for the first time with Office of Price Stabilization officials and voiced plea for suspension of controls over their products.

The committee reported controls they represented were largely self-imposed current ceilings. OPS officials, however, stated they could not commit themselves on suspension of controls, but said they would "study the matter."

Products involved in the discussion ranged from bars and boxed candies to bulk goods.

## Add Scale Uses Pepsi Bottle

TOLEDO, June 28.—Aircraft Sales, Inc. has added a new addition to its line of "product packages" advertising standard Hamilton scale, Aircraft Services head, Howard Ailor, stated.

The Pepsi-Cola scale will be added to firm's associate operator scale catalog in the Squire, shaving cream and other packaged product units. A Humpty Dumpty scale catalog is also being prepared.

Ailor said his service coin changer (also produced for Aircraft by Hamilton Scale) is being weatherproofed for outdoor installation. The new scale costs two times and a nickel for quarter.

## Rowe Sets Conversion Units for 2 Cig Models

NEW YORK, June 28.—King-size conversion units for Royal and Imperial cigarette vendors that will be installed on a large scale with a minimum of time and effort will be offered by Rowe Manufacturing Co. beginning next week, according to Jack Mill, vice-president in charge of sales.

The new units, which are provided versions of those marketed by Rowe some 10 years ago, have been built to make a dent in the market. The units are designed by Mill and are "apparently established." The launching this week of the units is being held in flooded Rowe with operator queries and, according to Mill, "the units have been built to be without soliciting." Company stated announcements are not due until next week.

Installation of the conversion units, which will handle king and

regular cigarettes, will result in the loss of the shift column but, Mill said, the assumption is that the "capacity is not so important."

Prices of units including automatic change and coin changer are: 6 column, \$17.50; 10 column, \$22.50; 16 column, \$25. With the match dispenser, the prices are: 6 column, \$14; 8 column, \$17; and 10 column, \$21. All orders received by June 30 get prompt cancellations.

Mill estimated that the units can be installed in locations in 15 minutes. Drilling or welding is not required. Detailed instructions will be included with each unit.

Since Rowe is short of steel for all its needs and the conversion units are expected to use up steel, Rowe has been able to supply, Mill said that the move (Continued on page 86)

**Cigarette Vending Machine Co.**  
 Strayer St.      Johnstown, Pa.







## SHIPMENTS TOTAL \$978,539

First Quarter Juke Exports  
20% Over Same '51 Period

CHICAGO, June 28.—Juke box exports for the first quarter this year were up 20 per cent over the same quarter last year, according to figures released by the U. S. Department of Commerce.

Of a total of 2,389 juke machines valued at \$978,539 were shipped during January, February and March, compared to 2,457, valued at \$812,410, shipped in the same period last year (see accompanying chart).

Compared with the last quarter in 1951, juke box exports this year were up 16 per cent. In the last quarter of 1951, some 2,134 machines, costing \$841,261 were sent out of the country. Should comparable increases materialize in the coming quarters, juke box exports this year might

well top the previous high of almost \$4,000,000 set in 1947. Last year juke exports totaled the \$3 million figure for the first time since 1947 and all indications since have pointed to an expanding and strengthened foreign market.

## Historical Markets

As in previous quarters, the historical markets of Canada, Central and South America were the biggest buyers of American-made equipment. Canada headed the list during the quarter in the number of machines purchased with a total 909 units. Cuba was second with 535 units and Venezuela was third with 497 units.

However, in dollar value, Venezuela was far ahead of the other countries. Its music machine purchases amounted to \$328,

219, some \$127,897 ahead of its nearest competitor, Canada, which bought a total \$206,282 worth of equipment. Cuba was third with purchases valued at \$159,046.

Venezuela, dollarwise, has been one of the steadiest and strongest buyers of juke boxes ever since the end of World War II. The discrepancy between the number of machines it purchased and its greater dollar volume probably was accounted for in part by the fact it bought more new equipment.

## European Countries

Trailing behind Venezuela, Canada and Cuba as major markets, were the Central and South American countries of Guatemala, Salvador and Mexico, all of

(Continued on page 87)

JUKE EXPORTS UP 20%  
QUARTERLY COMPARISON '52-'51

|                | 1952  | No. Mach. | Value     | No. Mach. | Value     |
|----------------|-------|-----------|-----------|-----------|-----------|
| January .....  | 824   |           | \$264,439 | 907       | \$254,500 |
| February ..... | 852   |           | \$379,573 | 771       | \$241,580 |
| March .....    | 813   |           | \$334,526 | 779       | \$316,330 |
| Totals         | 2,589 |           | \$978,539 | 2,457     | \$812,410 |

## SUMMER HIATUS

Juke Firms Plan  
Group Vacations

CHICAGO, June 28.—All major juke box manufacturing firms, but one, have announced that they will shut down for two weeks, planned group vacation periods within the next two months.

The one exception to the group vacation practice, which has become commonly accepted throughout the industry the past few years, is the J. P. Seashore Corp. A company spokesman said although no definite plans have been made, vacation schedules probably will be staggered due to the pressures of outside work contracts.

Two firms, the Rock-Ola Manufacturing Corp. and the H. Evans Company, close Thursday, July 3, to Monday, July 21, in order to give their production line workers the advantage of the extended July 4 week-end. The offices of both firms will remain open and shipments of completed phonographs will be made despite the shutdown.

## Wurlitzer, AMI

The Rudolph Wurlitzer Company and AMI, Inc., also will be closed the same time. Vacation probably will be staggered due to the pressures of outside work contracts.

Defense Delays Action  
In OPS-Operator Case

LOS ANGELES, June 28.—Attorneys for two juke box operating firms, accused by the government of violating the terms of Price Stabilization regulation, postponed until Monday the filing of their motion for dismissal of the charges.

Harrison Call and William Rosenthal, defense lawyers, were expected to have answered the charges by Friday (27). However, they have until Tuesday, July 1, to file their motion for dismissal of the charges.

The suits charge that the companies continued, despite warnings to violate two sections of OPS regulation 34, pertaining to ceiling prices and the manner and method of filing and keeping proper records.

The suits ask the court to enjoin the companies from operating until they comply with OPS regulations.

The suits are believed to be the first in a series of suits filed by the government against juke operators under OPS regulations. It is further believed they could be the first in a series of suits that the court's final decision may have bearing on all juke box operating firms across the nation.

Defense attorneys are expected to ask for dismissal of the suits on the grounds that the automatic music machine industry does not fall within the province of OPS Regulation 34, and that the industry provides a luxury service which in no way affects the general economy, inflation, etc.

Should the court hold that the industry does fall under OPS regulation 34, the defense attorneys are expected to argue that the industry would contend that firms cannot be forced to run at a loss and are entitled to a reasonable profit.

Florence Hoffman  
Dies in New York

NEW YORK, June 28.—Florence (Mrs. Leonard) Hoffman, 37, well-known in the music machine industry died of a rare skin disease Sunday (22) in New York City.

She had been associated with the Capital Automatic Music Machine Company here, from 1935 to 1941, in charge of its office.

She is survived by her husband, Leonard Hoffman, president of the Hoffman Electrolysis Equipment Company; 10-year-old daughter, Sherry; and a brother, Samuel Kresberg, head of Automatic Products Company, also of this city. Burial was in New York.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

WESTON TAKES OVER HOLLYWOOD POPS. Columbia's West Coast a.e. chief will take over planning and waxing of pop albums in Hollywood.

DAVE CAVANAUGH TO RELIEVE ALAN LIVINGSTON. Rudolph's New York pop a.e. department head will be replaced by Hollywood office (Music).

JAZZ ARTISTS GET FULL SIDE ON L.P.S. Mercury here thinks it will make for more realistic jazz (Music Department).

PHIL ORK MANAGER BACKS PETRILLO. Says foreign recordings being produced at reduced rates (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Cancel Miller,  
Adams Meeting  
On N. A. Guild

LOS ANGELES, June 28.—George Miller, president of both the Music Operators Association and Music Guild of California, was forced to postpone his business meeting here this week with Ray Adams, executive secretary of the California Tavern Association, to discuss plans for the extension of CMG activities into Los Angeles County (23) from a trip east, said the president of the music machine industry.

No definite date has been set for the meeting. However, Adams said that he was in communication with the music association president. With next week's holidays, the chances are that the conference will not be held until sometime during the second week of July.

Under the tentative plan of CMG to organize the music operators in this country, Adams is to employ a field man for the actual contact work and act in a supervisory capacity. The local association will be a branch of the CMG.

CMG is now active in Kern County, which adjoins Los Angeles County to the North, and in San Diego County on the South. Orange County separates SD and LA counties.

## SHARES PROFITS

Little Rock  
Gets Midget  
Juke Firm

LITTLE ROCK, June 28.—A juke box firm, the Midget Music Company, has been formed here to operate small counter-top phonographs. It is now in operation, a little more than a month and has some 37 restaurant machines located throughout Little Rock. It plans to extend its operations over the State soon.

A unique feature of the firm is a plan for sharing its profits with its salaried operators. According to one of the firm's officials, 5 per cent of the gross on each machine will go to the local Boys Club and should it not have a Boys Club, the 5 per cent will go to either the local Boy or Girl Scouts group.

W. A. Sumner of Benton, Ark., is president of the firm which was incorporated with an authorized capital of \$100,000. Two brothers, George B. and W. W. Hays of Little Rock, cousins of Sumner, operate the company. George Hays said a veteran musician at North Little Rock had indicated that it desired to have one of the machines for use in the town. The firm's new owners its equipment for picnics, dances and parties.

Order Union Probe  
In Location Case

Continued from page 76

and sentenced to Folsom prison. However, in this case, a new trial, the document sets forth, was granted and the defendant was convicted. He was sentenced five years to life and entered San Quentin Prison on September 5, 1951.

Collins said that he was a member of the local union until the first of this year. He said that he and the union had never been eye-to-eye but that the differences came out into the open when the operator of the juke box paid union dues for the first quarter of this year.

Investigative Charges

Greer said the investigation would be made to see if the

charges have merit. If it is proved specifically that the union violated the secondary boycott ruling, action would be taken by the Federal Court. An injunction would be sought, it was pointed out, and at the same time hearing before the labor board would be asked.

Greer said that the case was filed early in the week and that he had been unable to study it. Court action would be taken by the field examiner stated, upon which the operator of the juke box comes under interstate commerce. This point also is to be made.

Sherry denied Bray's charges. He told The Billboard that neither he nor any other union representative of his local had asked that Mrs. Bray use and pay a \$750 weekly service fee, and also a \$100 union initiation fee.

The agent declared that he talked to the complainant on two occasions June 10 in the presence of Ralph Mercier, Central Labor Council representative.

He stated that June 10 he was informed by a picket that Mrs. Bray was in the area in a specified time. The picket, Sherry added, was instructed to advise him that she could call the union headquarters when she was ready for an operator.

Sherry stated that Collins had been expelled from the union and assessed a \$400 fine. Collins was offered a \$400 fine, and in days, the agent declared, and indicated he would attend. However, Sherry said Collins did not appear.

Sherry said he further told Mrs. Bray she could call the union selection of operators, providing they were members of the union. He said that Mrs. Bray had been urged to join the union.

Central Texas  
Op Association  
Now Underway

AUSTIN, Tex., June 28.—A new operators group, the Central Texas Music Operators Association, Inc., has been formed here, according to Eddie Schaetz, one of the association's founders.

The organization has been holding regular weekly meetings for the past four months and all operators in the area are reported to be members. The association's creed has been formulated, membership cards have been issued and decentral distributed to use on the members' juke boxes.

The principal services performed by the association since its start has been the distribution of a monthly newsletter to all members and location owners, Schaetz said.

Coven Stages  
Peoria Show,  
School on 1500

PEORIA, Ill., June 28.—A well-attended showing and service school on the new 104-selection 1500-Wurlitzer juke box was held here Wednesday (25) in the Sun Room of the Jefferson Hotel by the Coven Distributing Company of Chicago.

The school sessions for local operators and their service men were conducted by Les Taylor, Coven's general manager, and Jerry Scott, assistant service manager, and included blackboard work on sales and trouble-shooting demonstrations.

The school and showing were open from 10 a. m. to 6 p. m. Refreshments were served. All the machines on display were purchased by operators, according to Dave Bender, Coven sales official.

Persons attending from Coven included Ben Coven, president of the firm, Carl Christensen, Coven salesman and the latter's wife, Dorothy.

Distrib Execs  
From Overseas  
Visit Rock-Ola

CHICAGO, June 28.—Two officials from overseas distributing companies of the Rock-Ola Corp. arrived here Monday (24) for visitors last week at the juke box firm's West Side plant here. They were Dr. Enrique Jose Berribe, service manager of the company, and Carlos Romero Berribe, and Jose Romero Berribe.

(Continued on page 86)

Barkeeps Mix  
Juke Plays

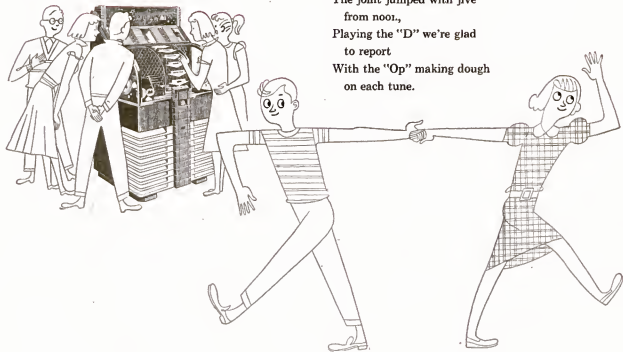
CHICAGO, June 28.—A Wurlitzer 1500 model juke box provided by the Coven Distributing Company was the "hot item" touch Monday (23) at a Midwest Cocktail Mixing Contest staged here by the Tavern Operators of Illinois in the Congress Hotel's Gold Room.

The new 104-selection machine was exhibited and played at the invitation of the tavern operators. They told the Coven firm that it was felt a juke box was necessary to set an appropriate atmosphere.

Ben Coven, president of the Coven Company, gave a trophy to the bartender voted the "prettiest" by those attending the meeting and music contest.

# Hi Diddle Duddle

Hi diddle duddle,  
Hep-cats in a huddle,  
The joint jumped with jive  
from noon,  
Playing the "D" we're glad  
to report  
With the "Op" making dough  
on each tune.



**Y**oung folks quickly respond to the invitation to listening fun extended by the Model "D."

Teen agers may be brash and noisy. They may act in ways their elders fail to understand. But the kids do know their music.

They want their favorite artists faithfully reproduced in every note, phrase and nuance. That's why they play—and play—and play the "D."

*You can build the take in high school hangouts by installing a Model "D".*

The "D" is available in 80 and 40 selections, blond or mahogany cabinet.

**AMI** Incorporated

GENERAL OFFICES AND FACTORY, 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

## FOLK TALENT AND TUNES

• Continued from page 37

the American Legion of Hamilton, Cracker Jim Brooks, WMIE, Miami, reports that the Capitol distributor in his area is charging him for records. Brooks reports that he is not buying any Capitol records because he feels that it's unfair in that other record companies are not charging for records. . . . Dave Handrick, WBUX, Boylston, Pa., reports that one playing of "Gospel Medley" by the Palermo Brothers on Sacred Records has brought about a tremendous response on his show. . . . Paul Ennes, WPKX, West Springfield, Mass., reports that Rex Allen's "Waltz of the Roses" is sweeping big in his territory. . . . Bill Mack, KDFT, Wichita Falls, Tex., who records for Imperial, is booking his Blue Saga Boys in Texas and Oklahoma theaters for the summer. . . . Jim Hall, WFNC, Burlington, N. C., has added 40 minutes per day.

Eddie Kirk has cut out four new sides with Spike Jones and His Country Cousins, according to Cousin Lou Stavvas, KKLA, Pasadena, Calif. . . . Frank Simon, KKLA, reports that Cliffie Stone is now doing an hour disk jockey show on the station. . . . Reggie Ward has signed as personal manager for the Hartford Malady Masters quartet heard on his station, KDFT, Center, Tex. . . . Sheriff Tax O. Davis, WLOW, Norfolk, reports that his Grand Ole Opry show May 25, featuring Cowboy Copas, Ray Price and Ernest Tubb, did full houses at both performances. . . . Tam Perryman, KS 13, Glawater, Tex., reports that Slim Whitman, who has "Indian Love Call" coming up on Imperial, is running neck and neck with Hank Williams for top station popularity. . . . Ray Head, K-L-P, El Campo, Tex., reports that polka music is getting a good play on

his station. . . . Ueda Ramus, WILD, Birmingham, Ala., reports that he is using Charley Ross and his 13-year-old daughter, Marie, of Mulga, Ala., on his Harmony Ranch Show as a weekly feature. . . . Ueda Ramus reports that he is sending a disk of the little girl singing to Spike Jones. . . . Tax Clark, WDOR, Cleveland, is starting a new summer show and would like more records from the various companies. . . . Ted Kirk, WCOB, Fort Payne, Ala., reports that he has added two hours on Saturday.

Murray (Mushmouth) O'Connor, WBOB, New Orleans, is returning to Texas after about eight months in New Orleans. He will be at CTM, Austin, starting July 1. He would like to receive records. . . . Tom Brennan, KKLA, Pasadena, Calif., is now announcing the Ole Rasmussen show from 8:30 to 9 p.m. across the board. . . . Red Jones, KVET, Austin, Tex., has added 30 minutes more to his daily show, giving him four hours per day across the board. . . . Smokey Stover, KRCT, Baytown, Tex., reports that Leon Payne's "Weeping Willow" is sweeping his territory. . . . Bruce Wilson is returning to WWP, Palatka, Fla., after a year in the Baptist Seminary in Louisville.

George Duck will continue to work on the station after World War II. . . . Jim Thomas, KPHO, Phoenix, Ariz., has a new show that will start soon on KRUX, Glendale, Ariz. Thomas is also managing Marty Robbins, new Columbia singer. . . . Jack Garrett has switched from WJGS, Jackson, Miss., to WSSO, Starkville, Miss.

### Artists' Activities

Hank Snow has been doing well on his recent Canadian trip, according to Hubert Long, his personal manager. Snow and his troupe, the Rainbow Ranch Boys, featuring Cedric Rainwater and Eddie Zack, played to over 5,300 paid admission at the Boston Arena May 25, according to Long. On the following day, Snow did a capacity house at Halifax, N. S.; 3,500 at Campbellton, N. B. (47); 3,200 at St. John's, Baltimore moonlight cruise ship which is scheduled by Connie R. Gay, May 28, 2,500 aboard, and S. S. Mount Vernon, Washington, another cruise ship sponsored by Gay, 2,400 (29). Snow will continue his tour of Saskatoon for seven more days, winding up June 19.

## OP "DIANE" GIVES YOUTH A SELECTION—4 OFFICERS

SCHENECTADY, N.Y. June 28.—A youthful, would-be promoter's after-closing-hours career in Fustolo's tavern here was cut short recently by the Maestro Music's two-way juke box system.

Police said they received a call about 3 a. m. from an operator who spins records for Maestro. The operator, known to police as "Diane," told police she heard strange noises in the tavern.

Four policemen investigated, found a smashed window and soon after flushed 22-year-old James Greer of Schenectady out of a coal bin in the tavern's basement. Walter Pustolka, the tavern owner, reported \$8 was mis-

ing. Greer denied taking the money.

This is the second time that Maestro Music, which is operated by the Schenectady Tavern Owners Amusement Corporation, has served a dual purpose. A few years ago an operator discovered a fire in a tavern by the same means. She heard bottles tipping and notified authorities.

A spokesman for Maestro said that the two-way audio system is used regularly as a burglar alarm after taverns close here. From 3 a. m. on the amplifiers in all client taverns are turned on and if any suspicious noises are heard the amplifiers are shut off one by one until the sound is traced to its source.

## The Finest Counter Model Juke Box Ever Made

# RISTAUCRAT S-45

Get a new slant on Juke Box profits! Develop small spots into pay-off spots with the S-45, made specifically for the smaller locations.



RISTAUCRAT, INC.

1216 East Wisconsin Ave.  
Appleton, Wisconsin

## "Brighten Your Profit Picture"

with the

# ROCK-OLA

profit twins

ROCK-OLA  
SUPER ROCKET  
30 SELECTION  
PHOTOGRAPH  
MODEL 1454

Both designed with the operator in mind to help you make more money.

ROCK-OLA MANUFACTURING CORP.

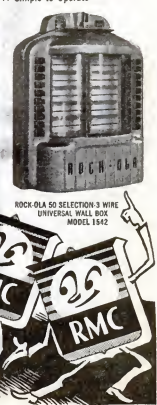
800 North Kedzie Avenue • Chicago 31, Illinois

## Charter New Juke Firm

GREENVILLE, S. C., June 28.—The Southern Amusement Company here has been chartered by the State to own and lease juke boxes and other types of musical equipment.

The president of the firm is Thomas E. Wootley. Capital stock was listed at \$10,000.

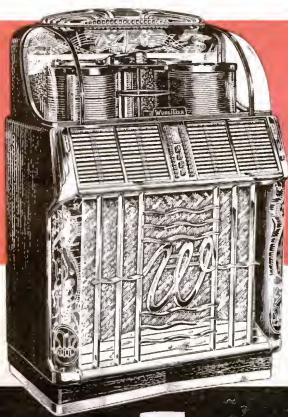
- ★ Twin Features
- ★ Single Button Selection
- ★ Dual Title Strips
- ★ Positive Electric Accumulator
- ★ Multi-Selective Choice After Coins Deposited
- ★ Location Proven
- ★ Simple to Operate





# Plays 104 tunes

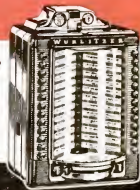
## WURLITZER FIFTEEN HUNDRED



The Phonograph that Lifts  
the Lid on Operator Profits  
is the Answer to the Question

**Why Buy Two When  
One Will Do?**

**NO OTHER WALL BOX LIKE IT**  
Shows 104 Tune Titles  
on Rotating Pages  
Single Button Selection



Plays **45 and 78** } **RPM  
RECORDS  
INTERMIXED**

**SEE YOUR WURLITZER DISTRIBUTOR**

The Rudolph Wurlitzer Company, North Tonawanda, New York



## Rhythm & Blues Record Reviews

### RHYTHM & BLUES

#### Record Reviews

• Continued from page 39

**HARBO BROS.**

**REMEMBER** 77-76-75-78  
OZZE 4288—The beautiful Berlin ballad is not exactly by the book. Following by a ballad and rhythm tunes put across the melodic mood.

**I'M STILL IN LOVE** 75-76-75-78  
75-76-75-78—A soft ballad tune that is not too far from the sweet blues and the melodic mood of the title. Titled "Love," it is an active string melody. Good after after after.

**ARNET CORN OAK**

**WHISPERING** 70-76-75-78  
OZZE 4287—Ozzie and the all star group's latest recording of the powerful ballad is the latest.

**OPEN HOUSE** 74-76-75-78  
A solid ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**FREDDIE MITCHELL**

**I WANT YOU WORRY MY LIFE ANYMORE** 74-75-72-75  
OZZE 4286—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**BEAT BITTEN** 76-76-74-76  
A ballad tune of a young ballad, with a melody by Gordon and a melody by the Mitchell group. Should be a hit.

**ED BARNES**

**DEAR** 70-76-75-78  
OZZE 4285—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**DASY MAY** 74-76-75-78  
OZZE 4284—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

### RHYTHM & BLUES

#### Record Reviews

**THE TRAVELS**

**MANVILLE** 70-75-70-70  
OZZE 4280—The Travels do a ballad, but it is not exactly by the book. Following by a ballad and rhythm tunes put across the melodic mood.

**CAVALIER SONGS** 75-77-77-75

Calvin and the group's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

**WILL JACOBSON**

**LULLIE** 74-75-74-74  
OZZE 4279—The Jacobson group's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

**BAG'S GROOVE** 70-76-70-70

Bag's group's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

**VICTOR BRUCE**

**LOVE IN THE EVENING** 75-74-73-74  
OZZE 4278—Bruce's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

**WARRIOR WOLF** 75-74-73-74

Warrior's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

**CHLOE** 75-74-73-74

Chloe's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

## Seize Bells Italy Bound

PHILADELPHIA, June 28—A shipment of 30 crated bell machines, which were to be loaded on a ship bound for Genoa, Italy, were seized by agents of the FBI when they swooped down on Pier 90, South Wharves here.

Making no arrests, the agents, who acted under the orders of U. S. Atty. General A. Gleason, Avenue, displayed their warrant, and supervised the loading of the machines aboard a truck for storage at the federal warehouse at Delaware Avenue and Arch Street, to await possible action by the reported shipper.

Altho federal law prohibits the shipment of gambling devices in interstate commerce, these machines were destined for shipment outside the country. Therefore, the apparent basis for the seizure here was on a technical legal point that there was an alleged violation of the federal law prohibiting shipment of gambling devices in interstate commerce. The machines had been shipped from New York to Philadelphia for export overseas.

**MILROSE JONES**

**IT'S BEEN A LONG LONG TIME** 70-71-40-70  
OZZE 4277—Milrose's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

**LOVE SICK** 74-73-72-72

Love's latest recording of the powerful ballad is the latest. Titled "Love," it is an active string melody. Good after after after.

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## Country & Western (Folk) Record Reviews

### FOLK

#### Record Reviews

• Continued from page 37

**COUNTRY & WESTERN**—COUNTRY & WESTERN

**I KNOW YOU WHEN** 80-78-78-80

80-78-78-80—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**FOLKISH PRIDE** 79-80-80-77

79-80-80-77—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**BILL NOLAN**

**LOVE WILL NEVER** 58-58-58-58

58-58-58-58—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**W-E-T-E-R-A-R-T** 57-57-57-57

57-57-57-57—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**JIMMY DAVIS**

**LIKE THE WAVES UPON** 74-75-75-74

74-75-75-74—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

**DECCA 32800**—The effect by Davis, who

claims the romantic title "Love," it is an active string melody. Good after after after.

**YOUR SLEEP** 77-76-77-77

77-76-77-77—A ballad tune with a strong melody. The tempo is slow, the melody is a melody. An exciting tune.

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1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

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# Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally®  
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

## 10¢

A RIDE

### RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

## RIDE THE CHAMPION

### 10¢

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE

110 VOLT  
A. C.



THE CHAMPION in children's department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cowgirls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides the CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Bally  
ATLANTIC CITY  
3-Card 5-Ball Replay Hit



# 6 PLAYER

# Chicago Coin's MATCH BOWLER

Sensational "2-WAY" MATCHING FEATURE

1. MATCH-A-NUMBER

2. MATCH-A-STAR

MATCH SCORE AT BEGINNING OR END OF GAME  
AT OPTION OF OPERATOR

EASY TO READ "INDIVIDUAL" SCORING DRUMS

- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK

SIZE  
8 FT. x 2 FT.



Always "QUALITY-APPEAL-PERFORMANCE" All Ways

A LOCATION  
MUST!

"BAND  
BOX"

TRIPLES JUKE BOX  
EARNINGS-BAR  
BUSINESS UP 25%

PRE-TESTED FOR BIG PROFITS

## GENCO "400"

FAST UPRIGHT  
6-BALL GAME

Player has option of purchasing  
up to 6 additional balls.

EXCLUSIVE DISTRIBUTORS  
for Illinois and Indiana

GUARANTEED USED  
BINGOS & ONE BALLS

Ready for Location at Lowest Prices

BRIGHT LIGHT ..... \$295.50

BRIGHT SPOT ..... 374.50

COMET ISLAND ..... 384.50

SPOT-LITE ..... 474.50

TURF KING ..... 154.50

WINNER ..... 89.50

CHAMPION ..... 74.50

CITATION ..... 49.50

1/2 credit with all orders

**SICKING, INC.**

America's Oldest Distributor  
Established 1893

1401 Central Hwy., Cincinnati 14, Ohio

CIGARETTE VENDERS

Star Quarter Smokers ..... \$ 65.00

Star 25's, 10's ..... 60.00

Star 25's, 10's ..... 60.00

Star 25's, 10's ..... 60.00

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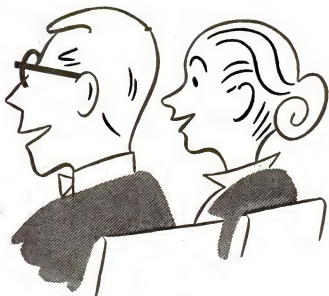
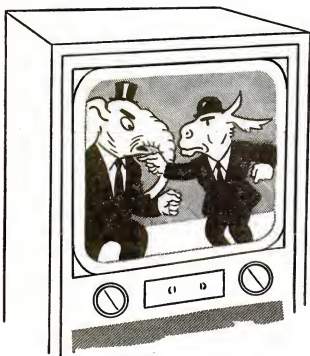
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IS STRICTLY FOR  
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1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

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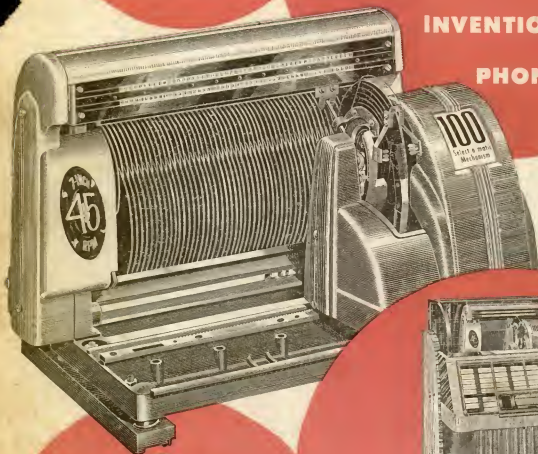


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